

RADIO

ANNUAL



TELEVISION

YEAR BOOK

HIGHER RATINGS* MORE

YOU NAME IT

Z V H

HIGHER RATINGS*

BOSTON BLACKIE	21.7	WKRV Louisville Tuesdays 8:30 p. m.
GUY LOMBARDO	16.8	WOW Omaha Sundays 7:30 p. m.
WAYNE KING	19.1	WJR Detroit Tuesdays 7:30 p. m.

MORE RENEWALS**

CISCO KID	6th	YEAR
Interstate Bakeries in 11 States		
BOSTON BLACKIE	5th	YEAR
Carolina Power & Light, Asheville & Raleigh		

EASIER SALES***

NOW ON MORE STATIONS
FOR MORE SPONSORS
THAN ANY PROGRAM PRODUCER!

1/4 HOUR SHOWS

- ★ **MR. AND MRS.**
- ★ **MEET THE MENJOUIS** Starring Adalphe and Verree Teasdale Menjou.
- ★ **EASY ACES** Personal favorites, Goodman and Jane Ace in their famous brand of comedy.

MUSICALS

- ★ **SHOWTIME FROM HOLLYWOOD** With Freddy Martin and his "singing" saxophone and The Martin Men.
- ★ **PLEASURE PARADE** With Vincent Lopez and The Modernaires.
- ★ **THE BARRY WOOD SHOW** With Margaret Whiting, The Melody Mads, and Henry Sylvers and his Orchestra.
- ★ **SINCERELY KENNY BAKER** With Buddy Cole and his Men of Music.
- ★ **KORN KOBBLERS** America's most humorous band, with Alan Courtney.
- ★ **SONGS OF GOOD CHEER** With Laurence Elliott, Willard Young, Marjorie Sharp, Lydia Summers, Stanley Carlson, Gerald Allaire Sears, and Vladimir Selinsky, Orchestra Conductor.

WESTERN VARIETY

- ★ **OLD CORRAL** With Poppy Cheshire, Sally Foster, Merle Travis, Slim Dunlap and The Bunk House Quartette.

MYSTERY

- ★ **MANHUNT** An exciting mystery thriller.

SOAP OPERAS

- ★ **DEAREST MOTHER, CAREER OF ALICE BLAIR, FORBIDDEN DIARY** Three popular soap operas.

SPORTS

- ★ **ONE FOR THE BOOK** Delightful 5 minute sports stories told by Sam Balter. Can be combined for 15 minute show.

NEWSALS

EASIER SALES

AS IT!

1/2 HOUR SHOWS

WESTERN ADVENTURE

- ★ **CISCO KID** O. Henry's creation. Each a separate episode. Exciting western adventure. The top-rated "kid" program, coast to coast
- ★ **LIGHTNING JIM** Exciting western adventure. Each episode complete

DRAMA

- ★ **FAVORITE STORY** Top drama with Ronald Colman as host and narrator. Featuring distinguished guest stars

MYSTERY

- ★ **BOSTON BLACKIE** The top-rated mystery adventure. Each episode complete. Starring Richard Kollmar
- ★ **PHILO VANCE** Scientific sleuthing portrayed by Jackson Beck and star cast

MUSICAL

- ★ **THE GUY LOMBARDO SHOW** With Guy and his Royal Canadians. Narrated by David Ross, and featuring the Twin Planos, the Lombarda Picture Story, Don Rodney, Kenny Gardner, the Vocal Trio, and the famous Lombardo Medley
- ★ **THE WAYNE KING SHOW** With the Waltz King and his incomparable music. Narrated by Franklyn McCormack, and featuring the vocals of Nancy Evans and Lorry Douglas.

NEW! "BOLD VENTURE"

Starring

HUMPHREY LAUREN
BOGART • BACALL

*In Ziv's new thrill-filled
half-hour adventure series!*

FREDERIC W.

ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

YOUR NEEDS!



"Refreshment Time"

"Star of the Family"

MORTON DOWNEY



RADIO DAILY
TELEVISION DAILY

PRESENTS

THE 1951 RADIO ANNUAL

JACK ALICOATE

Editor-in-Chief

Copyright, 1951 by RADIO DAILY CORP.
1501 Broadway, New York 18, N. Y.
Wisconsin 7-6336

FOURTEENTH ANNUAL EDITION



*Advertising's
Foremost
Agencies
buy
America's
Foremost
Stations
through*
**NBC
SPOT
SALES**

Representing Radio Stations

WNBC - New York
WMAQ - Chicago
WTAM - Cleveland
WGY - Schenectady-Albany-Troy
WRC - Washington
KOA - Denver
KNBC - San Francisco

Representing TV Stations

WNBT - New York
WNBQ - Chicago
KNBH - Hollywood
WPTZ - Philadelphia
WBZ-TV - Boston
WNRK - Cleveland
WNBW - Washington
WRGB - Schenectady-Albany-Troy





S A L U T A T I O N

We enthusiastically salute the legion of men and women of this dynamic industry for so generously contributing to make the more than twelve hundred pages that follow the most comprehensive reference work in the history of Radio and Television.

This fourteenth annual edition is a complete and compelling story of a revitalized Radio as well as explosively expanding Television industry. Again to all who have helped . . . our sincere appreciation.

JACK ALICOATE
Editor-in-Chief

FOR WORLD-WIDE NEWS . . .

FOR CLEAR, COMPREHENSIVE

COVERAGE . . .

The image features two large, stylized letters, 'A' and 'P', rendered in a textured, reddish-brown color. The letters have a grainy, paper-like appearance with some darker and lighter variations in tone, giving them a three-dimensional, tactile quality. They are positioned side-by-side, with the 'A' on the left and the 'P' on the right. The background is plain white.

FOR:

AM-FM-TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

EDITORIAL INDEX

1951

1951

A

Academy of Television Arts & Sciences . . .	1270
Actors	835
Actors Equity Association	1270
Actresses	835

ADVERTISERS' INDEX 25

Advertising Agencies	131
Advertising Council, The	1270
Advertising Federation of America	1270
Advertising Research Foundation	1270
Agencies, Addresses, Personnel	131
Agency & Sponsor Network Billings	121
Agents and Managers, Talent	996
Alabama: AM Stations	313
Families (total in state)	313
FM Stations	1206
Population	313
Radio Homes (total in state)	313
TV Stations	1091
Alaska: AM Stations	710
Alaska Broadcasting System	289
Alberta: AM Stations	728
Alicoate, Jack . . . Introductions	3, 1035
Almanac of Holidays and Special Events	83
Aloha Network, The	289
American Assn. of Advtg. Agencies	1270

AMERICAN BROADCASTING CO.:

Commercial Programs—AM	999
Commercial Programs—TV	1158
Executives and Personnel	262
Kintner, Robert E. Article	259
Network Billings	123
Network Map—AM	260
Network Map—TV	1042
TV Executives Biographies	1041
American Communications Assn.	1271
American Federation of Musicians	1271
American Federation of Radio Artists	1271

American Guild of Musical Artists	1271
American Marketing Assn.	1271
American Newspaper Publishers Assn.	1271

ASCAP:

Harbach, Otto Article	800
Personnel, Functions	1271
Publisher Members	801

American Television Society, Inc.	1272
---	------

AMP:

Article, M. E. Tompkins	811
Publisher Members	811
Personnel	1272

Announcers-MC's	931
---------------------------	-----

Arizona: AM Stations	322
Families (total in state)	322
FM Stations	1206
Population	322
Radio Homes (total in state)	322
TV Stations	1091

Arizona Broadcasting System	289
---------------------------------------	-----

Arizona Network, The	289
--------------------------------	-----

Arkansas: AM Stations	328
Families (total in state)	328
FM Stations	1206
Population	328
Radio Homes	328

Arrowhead Network	289
-----------------------------	-----

ARTICLES:

Aylen, Peter	57
Azarraga, Don Emilio	65
Baltin, Will	45
Burke, Frank	37
Coy, Wayne	33
Crenesse, Pierre	115
DuMont, Dr. Allen B.	71
Folsom, Frank M.	75
Friedheim, Robert W.	81
Gamble, Frederic R.	47
Hull, Harwood	255
Kintner, Robert E.	259



MARTIN BLOCK

AND THE

MAKE BELIEVE BALLROOM

17th Consecutive Year on **WNEW**, New York, Selling
Blue Chip Advertisers to America

... Now, in Cooperation with
THE VOICE OF AMERICA,
Selling America to the World

20 EAST 50TH STREET · NEW YORK CITY · PLAZA 9-6154

EDITORIAL INDEX

McConnell, Joseph H.....	277
Miller, Justin	35
Morgan, Thomas	1254
Neill, Malcolm	49
Nable, Bill	55
Parker, Bill	79
Provost, D. L.....	69
Roll, G. F.....	1046
Sambrook, A. B.....	77
Sarnoff, Brig. General David.....	41
Saudek, Robert	61
Secrest, James D.....	43
Shapiro, Irving	1056
Sinn, John L.....	1052
Stanton, Frank	265
Swayze, John Cameron.....	63
TV Prospects for 1951.....	1037
White, Frank	271
Ziv, Frederic W.....	67
Artists, Radio-TV	835
Artists' Representatives Assn., Inc.....	1272
Associated Press	244
Assn. of Canadian Advertisers.....	1272
Assn. of National Advertisers, Inc.....	1272
Assn. of Radio News Analysts.....	1272
Authors Guild of The Authors League of America, Inc.....	1273
Authors League of America, Inc.....	1273
Awards—Favorites of 1950.....	53
Aylen, Peter.... Article.....	57
Azcarraga, Don Emilio.... Article.....	65

B

Baltin, Will.... Article	45
Behind the Mike, Radio-TV Artists.....	819
Biographical Sketches: ABC TV Executives	1041
CBS TV Executives	1047
DuMont TV Executives.....	1053
NBC TV Executives.....	1057
TV Station Executives.....	1062
Billings, Network	121
BMI: Article, Carl Haverlin.....	805
Personnel, Functions	1273
Publisher Members	806

BMI Canada, Ltd.....	1273
British Broadcasting Corp.....	1273
British Columbia: AM Stations.....	729
Broadcasting Corp. of America.....	289
Bureau of Broadcast Measurement.....	1273
Burke, Frank.... Article	37

C

California: AM Stations	335
Families (total)	335
FM Stations	1206
Population	335
Radio Homes	335
TV Stations	1091

CANADA:

Canadian Assn. of B'casters..	725
Canadian B'casting Corp....	723
Neill, Malcolm.... Article....	49
Station Representatives.....	215
Stations—AM	728
Stations Index	726

Cartoon Producers	1156
(Also see Television Film Producers)	

Catholic Actors Guild of America.....	1274
---------------------------------------	------

Chicago Telephone Numbers.....	102
--------------------------------	-----

Chief Engineers	1244
-----------------------	------

Colorado: AM Stations	359
Families (total in state).....	359
FM Stations	1206
Population	359
Radio Homes	359

COLUMBIA BROADCASTING SYSTEM:

Commercial Programs—AM,....	999
Commercial Programs—TV....	1158
Executives and Personnel.....	268
Network Map—AM.....	266
Network Map—TV.....	1048
Stanton, Frank.... Article.....	265
TV Executives.... Biographies..	1047
Columbia Pacific Network.....	290
Commentators: News	894
Sports	875
Woman	989
Commercial AM Programs.....	999
Commercial TV Programs.....	1158



* * * * *

Broadcasting the best in sports — Coast to Coast

HARRY WISMER

Sports Director

AMERICAN BROADCASTING COMPANY

EDITORIAL INDEX

Composers, Authors & Publishers Assn. of Canada, Ltd.....	1274
Conductors, Musical	961
Connecticut: AM Stations	366
Families (total)	366
FM Stations	1206
Population	366
Radio Homes	366
TV Stations	1096
Connecticut State Network.....	290
Consulting Engineers	1241
Coy, Wayne.... Article.....	33
Crenesse, Pierre.... Article.....	115
CUBA: AM Stations.....	1265
TV Stations	1269

D

Delaware: AM Stations	370
Families (total)	370
FM Stations	1206
Population	370
Radio Homes	370
TV Stations	1096
Directors	977
Disc Jockeys	905
District of Columbia: AM Stations	371
Families	371
FM Stations	1206
Population	371
Radio Homes	371
TV Stations	1096
Don Lee Broadcasting System.....	290
Dramatists Guild of the Authors League of America, Inc.....	1274
DuMont, Dr. Allen B.... Article.....	71
DUMONT TELEVISION NETWORK	
Commercial Programs	1158
Network Map, TV.....	1054
Personnel, WABD	1107
TV Executives.... Biographies..	1053

E

Editors, U. S. Radio-TV.....	242
Engineers, Chief	1244

Engineers, Consulting	1241
Equipment Manufacturers	1221

F

Favorites of 1950.....	53
Federal Communications Bar Assn.....	1274
FEDERAL COMMUNICATIONS COMMISSION:	
Article, Wayne Coy.....	33
Licenses, How To Obtain.....	238
Members of Commission, Staff..	234
Federal Radio Education Committee....	1275
Federal Trade Commission.....	1275
Film Producers	1121
Florida: AM Stations	374
Families (total)	374
FM Stations	1206
Population	374
Radio Homes	374
TV Stations	1097
Folsom, Frank M.... Article.....	75
French Broadcasting System in North America.....	1275
Frequency Modulation, Stations on....	1206
Friedheim, Robert W.... Article.....	81

G

Gamble, Frederic R.... Article.....	47
Georgia: AM Stations	386
Families (total)	386
FM Stations	1206
Population	386
Radio Homes	386
TV Stations	1098
Georgia Assn. of Local Stations.....	290
Georgia Major Market Trio.....	290
Great Northern Broadcasting System....	290
Gross Billings by Agencies.....	121
Guilds	1270

H

Haverlin, Carl.... Article.....	805
Hawaii: AM Stations.....	711
Heinecke, Paul.... Article.....	812



20 Years of Service
TO **BROADCASTERS**

SESAC, INC.
475 FIFTH AVE.
NEW YORK 17, N. Y.

EDITORIAL INDEX

Holidays & Special Events, Radio- Television Daily's Almanac of.....	83
Home Economists	989
Hubbell & Assoc., Richard W.....	1275
Hull, Harwood.... Article	255

I

Idaho: AM Stations	399
Families (total in state).....	399
FM Stations	1206
Population	399
Radio Homes	399
Illinois: AM Stations	403
Families (total in state).....	403
FM Stations	1206
Population	403
Radio Homes	403
TV Stations	1099
Indexes: Advertising	25
Canada AM Stations.....	726
Editorial	5
U. S. AM Stations.....	313
U. S. TV Stations.....	1091
Indiana: AM Stations	418
Families (total in state).....	418
FM Stations	1206
Population	418
Radio Homes	418
TV Stations	1101
Institute for Education by Radio.....	1275
Institute of Radio Engineers, Inc.....	1276
Inter-Amer. Assn. of Broadcasters.....	1276
Intercollegiate Broadcasting System....	1276
Intermountain Network	290
Internat. Brotherhood of Elec. Workers...	1276
International News Service.....	244
International Stations of the U. S.....	1255
Iowa: AM Stations	427
Families (total in state).....	427
FM Stations	1206
Population	427
Radio Homes	427
TV Stations	1101
Iowa Tall Corn Network.....	291

K

Kansas: AM Stations	434
Families (total in state).....	434
FM Stations	1206
Population	434
Radio Homes	434
Keller, Inc., Robert S.....	1276
Kentucky: AM Stations	439
Families (total in state).....	439
FM Stations	1206
Population	439
Radio Homes	439
TV Stations	1102

KEYSTONE BROADCASTING SYSTEM:

Executives and Personnel.....	284
Kintner, Robert E.... Article.....	259

L

Lambs, The	1276
LIBERTY BROADCASTING SYSTEM:	
Executives and Personnel.....	285
Louisiana: AM Stations	445
Families (total in state).....	445
FM Stations	1206
Population	445
Radio Homes	445
TV Stations	1102
Lone Star Chain, Inc.....	291
Los Angeles, Important Phone Numbers	104
Lowell Inst. Coop. Broadcasting Council	1276

M

Magazines, Trade, Fan, Tech., General..	245
Maine: AM Stations	452
Families	452
FM Stations	1206
Population	452
Radio Homes	524
Maine Broadcasting System.....	291
Managers and Agents, Talent.....	996
Manitoba: AM Stations	732
Manufacturers of Equipment (Radio-TV)	1221



We grew up on Campbell Soups, Franco-American, Decca Records...



...and are still growing...

THE ANDREWS SISTERS

"CLUB 15" CBS
Monday—Wednesday—Friday



...and in 1975...

MANAGEMENT LOU LEVY

EDITORIAL INDEX

MAPS—RADIO, TV:

ABC—Radio Net	260	Radio Homes	497
ABC—Television Net	1042	TV Stations	1105
CBS—Radio Net	266	Montana: AM Stations	507
CBS—Television Net	1048	Families (total)	507
DuMont—Television Net	1054	FM Stations	1206
MBS—Radio Net	272	Population	507
NBC—Radio Net	278	Radio Homes	507
NBC—Television Net	1060	Morgan, Thomas.... Article.....	1254
Maryland: AM Stations	456	MUSIC:	
Families (total in state)....	456	AMP	811
FM Stations	1206	ASCAP	800
Population	456	BMI	805
Radio Homes	456	SESAC	812
TV Stations	1103	Song Hits of 1950.....	59
Massachusetts: AM Stations.....	461	Music Publishers Contact Employees, The	1277
Families (total)	461	Music Publishers' Protective Assn., Inc...	1277
FM Stations	1206	Musical Conductors	961
Population	461	MUTUAL BROADCASTING SYSTEM:	
Radio Homes	461	Commercial Programs—Radio..	999
TV Stations	1103	Executives and Personnel.....	274
McClatchy Beeline	291	Network Billings	121
McConnell, Joseph H.... Article.....	277	Network Map	272
Mexico, Stations In.....	1257	White, Frank.... Article.....	271
Michigan: AM Stations	471		
Families (total)	471		
FM Stations	1206		
Population	471		
Radio Homes	471		
TV Stations	1104		
Michigan Radio Network.....	291		
Miller, Justin.... Article.....	35		
Minnesota: AM Stations	483		
Families	483		
FM Stations	1206		
Population	483		
Radio Homes	483		
TV Stations	1105		
Mississippi: AM Stations	491		
Families (total)	491		
FM Stations	1206		
Population	491		
Radio Homes	491		
Missouri: AM Stations	497		
Families (total)	497		
FM Stations	1206		
Population	497		

N

National Assn. of Broadcast Unions & Guilds.....	1277
Natl. Assn. of Performing Artists.....	1277
Natl. Assn. of Radio News Directors....	1277
Natl. Assn. of Radio Station Representatives, Inc.	1277
NATIONAL ASSOCIATION OF RADIO-TELEVISION BROADCASTERS	
Miller, Justin.... Article.....	35
Personnel, Committees	240
Natl. Better Business Bureau, Inc.....	1278
NATIONAL BROADCASTING CO.:	
Commercial Programs—AM	999
Commercial Programs—TV	1158
Executives and Personnel.....	280
McConnell, Joseph H.... Article	277
Network Map—AM	278
Network Map—TV	1060
TV Executives.... Biographies..	1057

United Press news programs for radio

TYPE	TITLE	MINUTES	DAYS
BASIC NEWS	World News Roundup	15	Weekdays, 7 times Sunday, 6 times
	The World in Brief	5	Weekdays, 11 times Sunday, 11 times
	The World in a Nutshell	1	Weekdays, 7 times Sunday, 6 times
SPORTS	Speaking of Sports	5	Mon. through Saturday
	The Sports Lineup	5	Every day
	Great Moments in Sports	5	Mon. through Saturday
	Sizing Up Sports	15	Sunday
FOR WOMEN	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
HUMAN INTEREST	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
	Do Tell	5	Sunday
	In Their Own Words	5	Sunday
FARMING	On the Farm Front	5	Every day
	Daily Farm Market Survey	5	Mon. through Saturday
	Rural Roundup	5	Tues. through Saturday
COMMENTARY & REVIEW	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
BUSINESS & SCIENCE	Weekly Business Review	5	Saturday
	Tomorrow's Business	5	Friday or thereafter
	Today in Science	5	Monday through Friday

1250 radio stations from coast to coast receive from United Press an average of 40 news programs and news features every day — in addition to scores of extra shows of seasonal and special topical interest throughout the year. And some 200 kinds of sponsors buy them. The U.P. bureau nearest you is ready to present further information promptly.

U.P.

EDITORIAL INDEX

Natl. Soc. of Television Producers, Inc...	1278
Natl. Television Film Council.....	1278
Natl. Variety Artists, Inc.....	1278
Nebraska: AM Stations	511
Families (total in state).....	511
FM Stations	1206
Population	511
Radio Homes	511
TV Stations	1105
Neill, Malcolm....Article.....	49

NETWORKS:

ABC Executives and Personnel	262
ABC AM Network Map.....	260
ABC TV Network Map.....	1042
CBS Executives and Personnel	268
CBS AM Network Map.....	266
CBS TV Network Map.....	1048
DuMont Personnel (WABD)....	1107
DuMont TV Network Map....	1054
KBS Executives and Personnel	284
Kintner, Robert E....Article..	259
LBS Executives and Personnel	285
McConnell, Joseph H....Article	277
MBS Executives and Personnel	274
MBS AM Network Map.....	272
NBC Executives and Personnel	280
NBC AM Network Map.....	278
NBC TV Network Map.....	1060
Regional Networks, U. S.....	289
Stanton, Frank....Article.....	265
White, Frank....Article.....	271

Network Billings	121
Nevada: AM Stations	515
Families (total in state).....	515
FM Stations	1206
Population	515
Radio Homes	515
New Brunswick: AM Stations.....	733
New England Major Markets Group...	291
New England Regional Networks.....	291
New Hampshire: AM Stations.....	517
Families (total)	517
FM Stations	1206
Population	517
Radio Homes	517
New Jersey: AM Stations	519

Families (total)	519
FM Stations	1206
Population	519
Radio Homes	519
TV Stations	1106
New Mexico: AM Stations	522
Families	522
FM Stations	1206
Population	522
Radio Homes	522
TV Stations	1106
New York: AM Stations	527
Families (total).....	527
FM Stations	1206
Population	527
Radio Homes	527
TV Stations	1106
Newfoundland: AM Stations.....	735
News Analysts, Assn. of Radio.....	1272
News Commentators	893
News Events of 1950 (Radio-TV)....	239
News Services	244
Noble, Bill....Article.....	55
Non-Commercial AM Stations.....	117
North Carolina: AM Stations	556
Families (total)	556
FM Stations	1206
Population	556
Radio Homes	556
TV Stations	1109
North Dakota: AM Stations	571
Families (total)	571
FM Stations	1206
Population	571
Radio Homes	571
North Eastern Broadcasting System ...	291
Northwest Network	292
Nova Scotia: AM Stations.....	735



Ohio: AM Stations	574
Families (total in state).....	574
FM Stations	1206
Population	574
Radio Homes	574
TV Stations	1109
Ohio Assn. of Broadcasters.....	1278



VAUGHN MONROE
AND HIS ORCHESTRA

On the air for CAMEL CIGARETTES

"THE VAUGHN MONROE SHOW"

Saturday 7:30-8:00 PM CBS
Tuesday 9:00-9:30 PM CBS-TV

Direction

MARSHARD MUSIC

RCA-VICTOR RECORDS

EXCLUSIVE

MANAGEMENT

Willard  *Alexander, Inc.*

30 ROCKEFELLER PLAZA, NEW YORK

EDITORIAL INDEX

Oklahoma: AM Stations	586
Families (total)	586
FM Stations	1206
Population	586
Radio Homes	586
TV Stations	1111
Oklahoma Network, The.....	292
Ontario: AM Stations	737
Orchestra Leaders	961
Oregon: AM Stations	594
Families (total)	594
FM Stations	1206
Population	594
Radio Homes	594
Organists (Radio-TV)	961
Organizations	1270

P

Pacific Regional Network, The.....	292
Palmetto Broadcasting System.....	292
Parker, Bill... Article.....	79
Pennsylvania: AM Stations	601
Families (total)	601
FM Stations.....	1206
Population	601
Radio Homes	601
TV Stations	1113
Pennsylvania Assn. of Broadcasters....	1278
Play and Story Brokers.....	998
Press Assn., Inc. (AP).....	244
Prince Edward Island: AM Stations....	744
Producers, Network and Independent..	983
Producers, Radio-TV Program.....	753
Producers, TV Film.....	1119
Professional Music Men, Inc.....	1278
Programs, Commercial AM.....	999
Programs, Commercial TV.....	1158
Protestant Radio Commission.....	1278
Provost, D. L.... Article.....	69
Publications, Trade, Fan, Tech., General	245
Puerto Rico: AM Stations.....	713

Q

Quebec: AM Stations.....	744
--------------------------	-----

R

Radio Artists	835
Radio Cadena Nacional, S. A.....	1261
Radio-Television Daily's Almanac of Holidays and Special Events.....	83
Radio News Events of 1950, Ten Outstanding	39
Radio Executives Club of New York....	1278
Radio Guild Local No. 50, UOPWA....	1279
Radio Homes for 1950 (estimated).....	294
RMA... (See Radio-Tele. Mfrs. Assn.)	
Radio Manufacturers of Canada.....	1279
Radio News Analysts, Assn. of.....	1272
Radio Pioneers Club, The.....	1279
Radio Programs de Mexico, S. A.....	1263
Radio Script & Transcription Exchange..	1279
Radio-TV Editors	242
Radio & Television Directors Guild....	1279
Radio-Television Manufacturers Assn..	1238
Radio Writers	957
Radio Writers' Guild of the Authors League of America, Inc.....	1280
Recording Companies	781
Regional Networks	289
Representatives, Radio-TV Stations....	215
Representatives, Talent	996
Research Organizations	111
Reuters	244
Rhode Island: AM Stations	627
Families (total)	627
FM Stations	1206
Population	627
Radio Homes	627
TV Stations	1114
Rocky Mountain Broadcasting System..	292
Rural Radio Network, Inc.....	292

S

Sambrook, A. B.... Article.....	77
Sarnoff, Brig. General David.... Article	41
Saskatchewan: AM Stations.....	749
Saudek, Robert.... Article.....	61
Secrest, James D.... Article.....	43



EDITORIAL INDEX

SESAC: Article, Paul Heinecke.....	812
Personnel, Functions	1280
Publisher Members	813
Singers, (Vocal Artists).....	821
Soc. of Motion Picture & TV Engrs.....	1280
Song Hits of 1950.....	59
Song Writers' Protective Assn.....	1280
South Carolina: AM Stations	628
Families (total)	628
FM Stations	1206
Population	628
Radio Homes	628
South Dakota: AM Stations	635
Families (total)	635
FM Stations	1206
Population	635
Radio Homes	635
Southern Calif. Broadcasters Assn.....	1280
Sports Broadcasters Assn.....	1280
Sports Commentators	875
Stanton, Frank.... Article.....	265
Station Representatives, Radio-TV.....	215

STATIONS:

Alaska—AM	710
Canada—AM	728
Cuba—AM	1265
Cuba—TV	1269
Hawaii—AM	711
Mexico—AM	1257
Puerto Rico—AM	713
United States—AM	313
United States—FM	1206
United States—Intnl.	1255
United States Non-Commercial	117
United States—TV	1091
Steinman Stations	293
Story and Play Brokers.....	998
Swayze, John Cameron.... Article....	63

T

Talent Managers and Agents.....	996
Telephone Numbers, Important—Radio-TV	
Chicago	102
Los Angeles	104
New York	100
Washington, D. C.....	103

TELEVISION YEAR BOOK

(See next page)

Tennessee: AM Stations	637
Families	637
FM Stations	1206
Population	637
Radio Homes	637
TV Stations	1114
Texas: AM Stations	646
Families (total in state).....	646
FM Stations	1206
Population	646
Radio Homes	646
TV Stations	1115
Texas Quality Network.....	293
Texas State Network.....	293
Tobacco Network, Inc., The.....	293
Tompkins, M. E.... Article.....	811
Top Radio-TV News Events of 1950.....	39
Transcription Companies	781
Transradio Press Service, Inc.....	244

U

Unions (Organizations)	1270
Union Broadcasting System	293
United Nations Radio Division.....	1280
United Press Associations.....	244
Utah: AM Stations	674
Families (total)	674
FM Stations	1206
Population	674
Radio Homes	674
TV Stations	1116

V

Vermont: AM Stations	677
Families (total)	677
FM Stations	1206
Population	677
Radio Homes	677

CENTURY NEWS

BARRY FIRKSER

RADIO STATIONS

• • •

- ☆ NEW ACCOUNTS
- ☆ PUBLICITY
- ☆ COLOR PHOTOS
- ☆ DIRECT CASH RETURN

 TO YOUR STATION

Television Stations

• • •

NEWS PHOTOS OF THE DAY

OUR SPECIAL SERVICE TO YOU

FOR ADDED INCOME

MYRON FIRKSER

PHOTO SERVICE

• A DISTINCTIVE NEWS PHOTO SERVICE

WRITE FOR DETAILS

Executive Offices:
2525 BROADWAY
NEW YORK 25, N. Y.

EDITORIAL INDEX

Virginia: AM Stations	679
Families (total)	679
FM Stations	1206
Population	679
Radio Homes	679
TV Stations	1116
Vocal Artists	821

W

Washington: AM Stations	687
Families (total)	687
FM Stations	1206
Population	687
Radio Homes	687
TV Stations	1117
Washington, D. C., Important Phone Numbers	103
West Virginia: AM Stations	694
Families (total)	694
FM Stations	1206
Population	694
Radio Homes	694
TV Stations	1117
White, Frank... Article	271
Wisconsin: AM Stations	700
Families (total)	700
FM Stations	1206
Population	700
Radio Homes	700
TV Stations	1117
Wisconsin Network, Inc., The	293
Woman Commentators	989
Writers (Radio-TV)	957
Wyoming: AM Stations	708
Families (total)	708
FM Stations	1206
Population	708
Radio Homes	708

Y

Yankee, Network, The	293
----------------------------	-----

Z

Ziv, Frederic W.... Article	67
-----------------------------------	----

TELEVISION YEAR BOOK

Introduction by Jack Allicote..... 1035

Academy of Television Arts & Sciences 1270

AMERICAN BROADCASTING CO.:

Commercial TV Programs..... 1158

Executives, TV... Biographies.. 1041

Map, TV Network..... 1042

Network Billings 123 |

Personnel 262 |

American Television Society, Inc..... 1272

ARTICLES:

Azcarraga, Don Emilio.....	65
Baltin, Will	45
Burke, Frank	37
Coy, Wayne	33
DuMont, Dr. Allen B.....	71
Folsom, Frank	75
Friedheim, Robert W.....	81
Gamble, Frederic R.....	47
Hull, Harwood	255
Kintner, Robert E.....	259
McConnell, Joseph H.....	277
Parker, Bill	79
Provost, D. L.....	69
Roll, G. F.....	1046
Sambrook, A. B.....	77
Sarnoff, Brig. General David.....	41
Saudek, Robert	61
Secrest, James D.....	43
Shapiro, Irving	1056
Sinn, John L.....	1052
Stanton, Frank	265
Swayze, John Cameron.....	63
TV Prospects for 1951.....	1037
White, Frank	271
Ziv, Frederic W.....	67

Artists, Radio-TV 835 |

Artists, Vocal 821 |

Awards—Favorites of 1950..... 53 |

Background Processes (film)..... 1153 |

Behind the Mike..... 819 |

Biographical Sketches:

ABC TV Executives..... 1041 |

CBS TV Executives..... 1047 |

DuMont TV Executives..... 1053 |

NBC TV Executives..... 1057 |

TV Station Managers & Executives.. 1062 |

21

AIR FEATURES, Inc.

347 MADISON AVENUE

NEW YORK CITY

Murray Hill 9-
5900

EDITORIAL INDEX

Books on Television.....	1205	Personalities, TV Station Execs.....	1062
Carpet Firms (TV Studio Supplies).....	1153	Producers, Network and Independent....	983
Cartoon Producers		Producers (Radio-TV Program Packages).	753
(Also see Television Film Producers)	1156	Producers, Television Film	1121
Chief Engineers	1244	Programs, Commercially Sponsored.....	1158
COLUMBIA BROADCASTING SYSTEM		Projectors (TV)	1152
Commercial TV Programs.....	1158	Publications	245
Executives, TV...Biographies..	1047	Radio & Television Directors Guild....	1279
Map, TV Network.....	1048	Radio—Television Manufacturers Assn...	1238
Personnel	268	Raw Stock (Services to Producers).....	1155
Commercial Television Programs.....	1158	Representatives, Station	215
Consulting Engineers	1241	Representatives, Talent (Managers &	
Cuba, TV Stations of	1269	Agents)	996
Directors	997	Research Organizations	111
DUMONT TELEVISION NETWORK:		Roll, G. F....Article	1046
Commercial TV Programs....	1158	Screening Rooms	1156
Executives, TV...Biographies	1053	Services to TV Producers.....	1152
Map, TV Network.....	1054	Shapiro, Irving...Article	1056
Personnel (WABD)	1107	Singers (Vocal Artists)	821
Engineers, Chief	1244	Sinn, John L....Article	1052
Engineers, Consulting	1241	Sports Commentators	875
Equipment Firms	1221	Spot and Flood Lamps.....	1153
Favorites of 1950 (Talent)	53	Station Representatives	215
Film Producers, TV	1121	Stations, U. S. TV in Operation.....	1091
Laboratories (TV Film).....	1154	Stock Shot Libraries	1156
Large Screen (TV Projection)	1152	Storage Vaults (TV Film)	1153
Lenses (TV)	1152	Television Film Producers.....	1121
Magazines, Trade, Fan, Tech.....	245	Television Library	1205
Natl. Assn. of Radio-TV B'casters.....	240	Television Programs, Commercial.....	1158
NATIONAL BROADCASTING CO.:		Ten Top Radio-TV News Events of 1950	39
Commercial TV Programs.....	1158	TV Prospects for 1951....Article.....	1037
Executives, TV, Biographies....	1057		
Map, TV Network	1060	TV SERVICE FIRMS:	
Personnel	280	Background Processes	1153
MAPS:		Carpet Firms	1153
ABC—TV Net	1042	Cartoon Producers	1156
CBS—TV Net	1048	Laboratories (Film)	1154
DuMont—TV Net.....	1054	Large Screen	1152
NBC—TV Net.....	1060	Lenses	1152
Musical Conductors	961	Projectors	1152
Natl. Society of Television Producers...	1278	Raw Stock	1155
Natl. Television Film Council	1278	Screening Rooms	1156
Network Executives, TV		Spot and Flood Lamps.....	1153
(Biographical Sketches)		Stock Shot Libraries.....	1156
ABC	1041	Storage Vaults	1153
CBS	1047	Ventilation Equipment	1156
DuMont	1053		
NBC	1057	TV Station Personalities.....	1063
News Commentators	893	TV Stations, Cuba, Personnel.....	1269
Orchestra Leaders	961	TV Stations, U. S. Index by Call Letters.	1090
Organists	961	TV Stations, U. S. Personnel.....	1091
Organizations	1270	Ventilation Equipment	1156
		Vocal Artists	821
		Writers	957

DUFFY'S TAVERN

ELEVENTH YEAR ON THE AIR!

N O W O N

NBC NETWORK

For

RADIO CORP. OF AMERICA
LIGGETT AND MYERS TOBACCO CO.
WHITEHALL PHARMACAL CO.
FORD MOTOR CO.
BUICK CORP.

Producer of

The New Motion Picture
FEATURE FILM

"The Man With My Face"

(United Artists Release)

Ed "Archie" Gardner
Santurce, Puerto Rico

ADVERTISING INDEX

1951

1951

— A —

Ace, Goodman	864
Ace, Jane	864
Advance Television Picture Service, Inc.	
Facing Page	1280
Advertiser, The	252
Advertising Age	246
Affiliated Artists Representatives	853
Air Features, Inc.	22
Albertson, Jack	864
All-Canada Radio Facilities, Ltd.	727
Allen, Gracie	847
Allen, Mel	877
Allen, Steve	861
Allentown Record Co., Inc.	794
Allied Record Mfg. Co., Inc.	790
Allison, Fran	865
ABC	114
ABC Television	1040
ASCAP	798
Anderson, Les (Carrot Top)	828
Anderson, Eddie "Rochester"	871
Andrews Sisters, The	12
Animation House, Inc.	1127
Associated Press 4 and Run of Book Associated Program Service	752
Audio-Video Recording Company, Inc.	768, 796

— B —

Baker, "Two Ton"	820
Baker, Phil	838
Banghart, Kenneth	893
Barnes, Patt and Barbara Barnes Printing Co., Inc., The	1217
Barrie, Wendy	858
Barry & Enright Productions, Inc.	765
Bartley, Betty	869
B. B. D. & O., Inc.	130
Bavaar, Tony	826

Peasley, Irene	824
Beck, Jackson	850
Becker, V. S., Productions	138
Benny, Jack	36
Benrus	94
Benson, Al	852
Berg, Gertrude	840
Bergen, Edgar	62
Berle, Milton	42
Bickart, Sandy	872
Eixby, Carl	958
Black, Albert	986
Blaine, Jimmy	831
Bleyer, Archie	963
Bloch, Ray	967
Block, Martin	6
Boles, Jim	852
Bonded Film Storage Co., Inc.	1118
Bories Organization, Inc.	26
Bowen, Jerry	86
Boyd, William	70
Bradley, Jessie	966
Braham, Horace	867
Broadcast Music, Inc.	98-99
Brooks Costume Co.	1152
Brulattour, J. E., Inc.	1150
Bulova Watch Co., Inc.	92
Burke, Caroline	985
Burke, Melville	982
Burns, George	847
Byron Productions Co.	769

— C —

CFCF	746
CFRB	720
CKLW	472
CMQ, TV	1266
Caesar, Sid	50
Camargo, Ralph	872
Cambridge School of Radio Broadcasting and Television	945
"Can You Top This?"	856
Canadian Association of Broadcasters, The	724
Canadian Broadcasting Corp.	722
Canadian Radio & Television Annual	248
Canova, Judy	68
Cantor, Eddie	842
Carle, Frankie	960

Carson, Jack	840
Carter, Jack	856
Case, Nelson	941
Cassel, Arthur S.	888
Century News Photo Service	20
Charles, Dick	982
Cheshire & Associates	908
Cineffects, Inc.	1125
Clark, Lon	866
Coca, Imogene	51
Collyer, Bud	937
CBS	112-113
CBS Television Network	1044-1045
Columbia Transcriptions	784
Commodore Productions and Artists, Inc.	761
Commonwealth Film and Television, Inc.	1124
Como, Perry	18
Conte, John	30
Cook, Barbara	864
Cooley, Spade	44
Cotsworth, Staats	869
Cowling, Sam	854
Crosby, Bing, Enterprises, Inc.	1036
Cullen, Bill	858
Curran, Charles	978

— D —

Dale, Alan	830
Davis, Geoff	930
Dawson, Ronald	870
de Holczer, George	942
Desmond, Johnny	78
Devine, Jerry	28
De Vol, Frank	971
Ditmars, Ivan	86
Dixon, Bob	873
Don Lee Network	336-337
Downey, Morton	
Facing Page One	
Drees, Jack	879
Duffy's Tavern	24
DuMont, Allen B., Laboratories, Inc.	1030
DuMont Television Network	1050-1051
Dunham, Dick	943
Dunn, Eddie	865
Dunphy, Don	883

WANT DISTRIBUTION HELP IN THE WORLD'S LARGEST MARKET?

The Bories Organization

gives you Radio and TV advertising with **MERCHANDISING ACTION!**

Two great ways to reach the homemaker:

"DEAN CAMERON"

And Now On WJZ 4:30-5 P.M.
Monday - Friday

"KITCHEN KAPERS"

11:30 - 12:00 NOON

Starring

The Nationally Famous

Radio and Television Quizmaster

"TINY" RUFFNER

AS

"MASTER OF RECIPES"

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 the industry is the phenomenal growth of the Bories Organization in recent months, using Radio and TV Advertising with Merchandising Action as their slogan. Bob, the homemaker's best friend, has two hot properties on the air right now in "Dean Cameron," which switches from WOR to WJZ daily, and "Kitchen Kapers," on WJZ TV daily. The Dean, known as the Homey Philosopher, is gaining wide popularity among the daytime fans with his down-to-earth and funny presentation of home-hold facts. "Kitchen Kapers," of course, has already established itself as a solid morning favorite with its daily swatch of winning recipes and *practical* *guidance*.

We Are Justly Proud Over a Period of Years
of Our Grocery Products
List of Clients

ADVERTISING INDEX

Durante, Jimmy 46
 Dynamic Films, Inc. 1135

— E —

Easy Aces 864
 Educational Films Corp.
 of America 1126
 Edwards, Douglas 899
 Edwards, Ralph 64
 Eggleston, Shirley 864
 Empire Broadcasting
 Corp. 795
 Erwin, Wasey & Company 132

— F —

Fairbanks, Jerry, Inc. 1122
 Fields, Lee 832
 Fisher, Maggy 90
 Fitzgerald, Ed and
 Pegeen 844
 Ford Theater 134
 Framer, Walt 985
 Francis, Arlene 858
 Franklin, Joe 909
 Fraser, Gordon 897
 French Broadcasting
 System, The 120
 Frost, Alice 866

— G —

Gale Agency, Inc. 764
 Gallop, Frank 936
 Gardner, Ed 24
 Gargan, William 835
 Garrison, Greg 976
 Gart, John 962
 Gernannt, William 763
 Gilman, Toni 851
 Glickman, Marty 881
 Godfrey, Arthur 848
 Goldbergs, The 840
 Goodman, Harry S. 760
 Goodson, Mark 849
 Goodwin, Garry 944
 Gotham Recording
 Corporation 786
 Graham, Joe 958, 980
 Grauer, Ben 937
 Gray, Barry 906
 Grove, Betty Ann. 831

— H —

Haag, Bob 866
 Hall, Helen 866
 Hamilton, William 981
 Hammond, Earl 872
 Hancock, Don 935
 Harrell, Charles T. 986
 Harrice, Cy 932
 Harrison, Jeanne 981
 Hasel, Joe 881
 Headley-Reed Company. 214
 Heathertones, The 826
 Helier, Al 874
 Henley, Art 987
 Herlihy, Ed 934
 Herlihy, Walter 936
 Hersholt, Jean 846
 Hill, Edwin C. 899
 Hillman, Don 976
 Hogan, George 945
 Honey Dreamers, The. . 825
 Hope, Bob 38
 Howard, Mary,
 Recordings 797
 Hudes and Lind 771
 Hurdle, Jack 988

— I —

Irving, Charles 855
 Irving, Hollis 855
 International Brotherhood
 of Electrical Workers,
 Local Union 45. 146

— J —

James, Dennis 818
 Joels, Merrill E. 868
 Johnson, Cliff 870
 Joslyn, Jay 858
 Joy, Dick 901

— K —

KARK 331
 KCJB 573
 KECK 666
 KFEL 361
 KFJZ 656
 KFRM 500
 KFWS 334
 KGW 592-593
 KMBC 500

KOOL 324-325
 KPIX 352
 KSD 504
 KSFO 352
 KSTP 276, 488
 KTLA 1094
 KTTV 1092
 Kagran Corp. 772
 Kay, Roger 769
 Keene, William 872
 Kelk, Jackie 871
 Kendis, Sonny, Inc. 772
 Kenyon & Eckhardt, Inc. 134
 Keystone Broadcasting
 System, Inc. 286-287
 K'ernan, Walter 897
 King, Carl 940
 King, Pee Wee. 972
 King, Wayne 965
 Kirkwood, Jack and Lil. 40
 Kudner Agency, Inc. 128
 Kukla, Fran and Ollie. . 80

— L —

Lacy, Jack 909
 Lane Adv. Agency, Inc. 147
 Larkin, John 868
 Lawrence, Mort 940
 Layton, Jerry 770
 LeBow, Guy 879
 Lee, Bert 877
 Lee, Patsy 76
 Leitwich, Alex 980
 Leitwich, Ed 979
 Lennen & Mitchell, Inc. 144
 Levine, Henry 968
 Lewis, Lester, Associates 766
 Lewis, Robert Q. 58
 Liberty Broadcasting
 System, The 288
 Liebman, Max 48
 Lockwood, Grey 979
 Loewi, Bob 773
 Lombardo, Guy 34
 Lonesome Gal 908
 Lorde, Athena 852
 Ludlow, Ben 971

— M —

Mack, Ted 84
 Malone, Ted 860
 Mannon Sound Stages. . 1137
 Mansfield, Irving 854
 Manson, Charlotte 861
 Marceau, William 978
 Mariners, The 827

JERRY DEVINE

"THIS IS YOUR FBI"

"THIS IS OUR HERITAGE"

MEMBER

RADIO WRITERS GUILD

RADIO AND TELEVISION DIRECTORS GUILD

ADVERTISING INDEX

Market Melodies 983
 Marshall-Hester
 Productions 773
 Martin, Don, School... 857
 Martin, Freddy 964
 Martin, Tony 824
 Marvin, Tony 939
 Massey, Ilona..... 860
 Masterson, Reddy &
 Nelson 756
 Maurer, J. A., Inc.....1120
 McBride, Mary Margaret. 843
 McCoy, Jack 86
 McElroy, Jack 862
 McGee, Fibber and Molly 56
 McLeod, Victor 984
 McNeill, Don 74
 McNellis, Maggi 856
 McWhirt, Doris 850
 Merrill, Robert 822
 Metro-Goldwyn-Mayer
 Radio Attractions 544
 Miller, Arthur H..... 774
 Miller, Jack 968
 Miner, Jan 862
 Modell, Arthur B..... 983
 Monroe, Vaughn 16
 Moore, Kingman T..... 978
 Morgan, Raymond R.... 142
 Morris, William, Agency. 122
 Morrow, Marjorie 126
 Morse, Carlton, E..... 957
 Motion Picture Stages,
 Inc.1141
 Mountbatten, Lady Iris... 846
 Murray, Jan 838
 Murray, Lyn 966
 MCA 124
 MBS 116
 Muzak Transcription Div.
 788-789

— N —

NBC108-109
 NBC Spot Sales..... 2
 NBC Television Network
 1058-1059
 Nelson, George R., Inc... 144
 Nemeth, Ted, Studios...1136
 Neuman, Alan 978

Norris, Kathi 862
 Nusbaum, Mort 907

— O —

O'Connor, Rod 944
 Olsen, Johnny 938

— P —

Pacific Regional Network 345
 Parker, Andy, and the
 Plainsmen 832
 Parsons, Louella 895
 Paul, Charles 970
 Paul, Ralph 933
 Paul, Sidney 870
 Peerless Film Processing
 Corp.1155
 Petrie, George 873
 Philco Television
 Playhouse 136
 Piano Playhouse 90
 Pickens, Jane 822
 Pincus, Norman and
 Irving 774
 Polacheck, Charles 976
 Post Pictures Corp.....1130
 Producers Representa-
 tives, Inc.1136
 Pulse, The, Inc..... 110
 Putnam, George 88

— Q —

Quinlan, Roberta 823
 Quiz Kids 82

— R —

Radio Cadena Nacional. 1260
 RCA Back Cover
 RCA Recorded Program
 Services782-783
 RCA Victor Division..... 780
 Radio Luxembourg 219
 Radio Programas de
 Mexico1256

Raeburn, Bryna 863
 Rambeau, William G.,
 Co., Inc. 216
 Reeves Soundcraft1218
 Reeves Sound Studios,
 Inc.1131
 Rickey, Al 973
 Ringling Bros. and B. & B. 32
 Rio, Rosa 966
 Roberts, Bob L..... 775
 Roberts, Ken 938
 Roberts, Lucille and Eddie 867
 Rockhill Radio, Inc..... 754
 Rogers, Roy 72
 Rorabaugh, N. C., Co.... 250
 Ross, Don 86
 Ross, Lanny 830
 Ross, Murray 973
 Ross Reports1152
 Royal Film Exchange...1138
 Russell, Andy and Della. 859
 Russell, Bob 870
 Russell, Don 834

— S —

Sablon, Jean 829
 Salter, Harry 969
 Sanford, Charles 972
 Saxi Holtworth Agency. 837
 Schneider, Dick 976
 Schwab, Laurence, Jr.... 977
 Seaboard Studios, nc....1129
 SESAC, Inc. 10
 Sheldon, Earl 969
 Sheldon, Herb 859
 Sherman & Marquette... 140
 Shore, Dinah 54
 Simon, Ernie 908
 Sinatra, Frank 844
 Slater, Bill 862
 Smith, Bob 863
 Smith, Kate 60
 Smith, K. R., Co., Inc.... 793
 Smith, Robert Ross..... 987
 Snader Telescriptions ...1038
 Souvaine Company, The. 759
 Speare, Frederick, H.... 977
 Sponsor 254



ADVERTISING INDEX

Stafford, Jo	66
Stanton, Bob	860
Stark, Richard	836
Stark, Wilbur	762
Starr, Lonny	941
Sterling Television Co., Inc.	1138
Stern, Bill	848
Streech, Wilbur, Productions	1134
Strickland, Amzie	860
Strong, Jerry	904
Strout, Dick	942
Sulds, Irvin Paul, Inc.	771
Sullivan, Lee	829
Swayze, John Cameron	895
SWCI Records	811
Swope, Herbert, Jr.	984
Sylvern, Hank	967

— T —

Taubman, Paul	970
Taylor Productions, Inc.	1135
Telecast Films, Inc.	1133
Tele-Craft Film Editing Service	1139
Telefeature Productions ..	770
Telefax	1139
Television Engineering ..	1226
Teleways	792
Thomas, Danny	842
Thorsen, Ethel	96
Tide	256
Tillman, John	901
Todman, Bill	849
Tonken, Phil	943
Trendle-Campbell Enterprises, Inc.	264
Tunis, Hal	939
TV-Programs, Inc.	775

— U —

Union Radio-Television ..	1268
United Press	14
United Recording Labs.	797
Unity Television Corp. Inside Back Covers	

— V —

Valentino, Thomas J., Inc.	791
Van and the Genie.	839
Van Praag Productions.	1132
Video Varieties Corp.	1128
Vidicam Pictures Corp.	1123
V.I.P. Service, Inc.	767
Visual Media, Inc.	1134

— W —

WAPA	714
WAVZ	368
WAZL	608
WBAL	455
WBAP	658
WBAX	622
WBIG	561
WBNX	537
WCAU	612
WCBC	419
WCBM	457
WCCC	367
WCFL	404
WDSU	449
WDSU-TV	1102
WEVD	539
WFAS	555
WFIL	614
WFPG	519
WGN	406
WGN-TV	1100
WGST	387
WHAM	550
WHCU	535
WHHM	643
WHLI	532
WHOM	538
WIAC	716
WIBG	615
WINS	540
WIOD	379
WIP	616
WITH	458
WJHL	640
WJR	474
WKAQ	718
WKBW	530
WLIB	546

WLS	408
WLW	258
WMAQ	410
WMEX	463
WNBQ	410
WNBW	1097
WNEW	542
WOR	526
WOV	548
WPAT	521
WPRO	626
WPTZ	1112
WQXR	296
WRAK	624
WRC	372
WROK	417
WSB, WSB-TV	388
WSRS	579
WTIC	365
WTVJ	1098
WVNJ	520
WWDC	373
WWJ	470
WWRL	555
WWSC	534
Waring, Fred	52
Welles, Barbara	866
Winchell, Paul	845
Wisner, Harry	8
Wolf Associates	758
Wrightson, Earl	838
Wynn, Ed	841

— X —

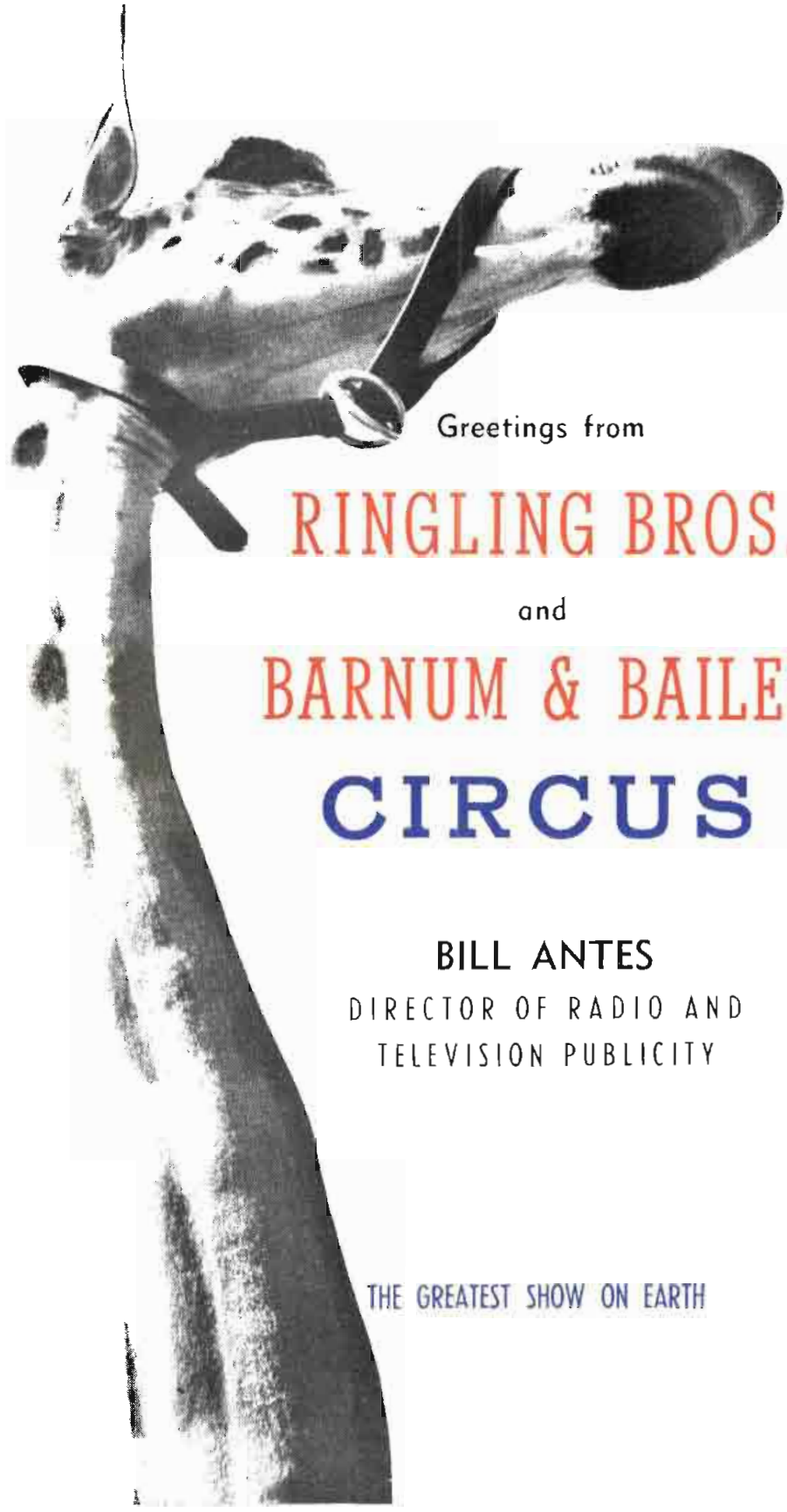
XEW-XEQ	1256
---------------	------

— Y —

Yankee Network, The, Inc.	482
Young, Adam Jr.	218
Young & Rubicam, Inc.	118
Young, Victor	966

— Z —

Zenith Radio Corp.	1034
Zerbe, Lawson	850
Ziv, Frederic W., Co. Inside Front Covers	
Ziv Television Programs, Inc.	1032-1033



Greetings from

RINGLING BROS.

and

BARNUM & BAILEY

CIRCUS

BILL ANTES

DIRECTOR OF RADIO AND
TELEVISION PUBLICITY

THE GREATEST SHOW ON EARTH

TEMPO OF DEFENSE EMPHASIZED

SUPPORT OF RADIO-TV VITAL IN 1951 PLANS

By WAYNE COY
Chairman

Federal Communications Commission



WITH the tempo of defense preparations being stepped up more and more over the nation, broadcasters are becoming increasingly concerned over the role they may be expected to play in the common effort.

In the background as a constant inspiration is the splendid contribution of broadcasting to the winning of World War II. The radio was always a ready and generous supporter of the scores of informational tasks that had to be done. Many of these services were unglamorous. They were necessary but difficult jobs that had to be done if the energies of the people were to be directed into the most productive channels. Many of the methods devised by broadcasters to present such material with imagination and action-inspiring appeal will forever remain highwater marks of public service by American broadcasting.

Broadcasters fought the war on the homefront by rallying citizens for bond drives, salvage campaigns, rationing, manpower recruitment, blood banks, conservation, victory gardens, civilian defense and many other indispensable measures.

Now when defense preparations are only in their preliminary stages, the patterns of broadcasting's cooperation have not yet been completely spelled out. However, the nation will find the broadcaster ready, able and willing to perform whatever service may be asked of him.

The details of the broadcaster's participation in the defense preparations will, I know, be determined as before in a cooperative manner with the assistance of the industry's leaders. Until formal plans are announced, I suggest that broadcasters generally review the situation in their own communities and determine what might be done immediately without waiting for any SOS from Washington.

How can the broadcaster start today to strengthen his community? How can he without any advice or outside leadership help his listeners to become more responsible and efficient citizens? Is he devoting all the time he should to informing his listeners about the geography, history, and culture of the danger areas of the world? Is he bringing them full, fair and competent discussion of the issues? Is he bringing civic leaders to the microphone to promote understanding between employees and management, between racial groups? Is he keeping his listeners informed about the processes of government so that they can better understand how decisions are arrived at? Is he giving his listeners an opportunity to "sit in" at the crucial and dramatic sessions of the United Nations? Are there physical defects in the community that ought to be corrected without further delay so that they will not be a drag in an emergency? Is the manpower potential of the community being built up to maximum through adequate technical training in the local school system?

I am sure that checking over such questions will disclose to many broadcasters considerable opportunity to act now towards promoting the national security. In the days ahead, the nation will look increasingly to its broadcasters for this type of leadership.





GUY LOMBARDO

and his

Royal Canadians

AMERICA'S NUMBER ONE BAND

NUMBER ONE — Record Sales

NUMBER ONE — Personal Appearances

NUMBER ONE — Radio Attraction

NUMBER ONE WITH FANS AND EDITORS

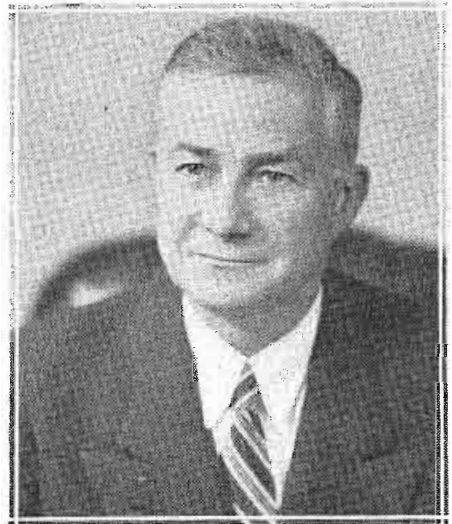
Exclusive Management: MUSIC CORPORATION OF AMERICA

Publicity: DAVID O. ALBER ASSOC., Gene Shefrin

1950—YEAR OF ACHIEVEMENT

PROGRESS OF INDUSTRY EMPHASIZED IN REPORT

By JUSTIN MILLER
Chairman of the Board
National Association of Radio and
Television Broadcasters



NINETEEN HUNDRED AND FIFTY was broadcasting's greatest year. Both radio and television exceeded all previous records of performance; and representatives of the entire industry view the future with confidence and optimism.

While we cannot minimize the impact of the pressures and strains of a nation geared to wartime economy, nevertheless the broadcasting industry is ready and willing to meet the challenge with the same ingenuity, resiliency and dedication to service in the public interest which marked its outstanding record during World War II.

The broadcasters of the country are keenly aware of their obligations and responsibilities during these critical days and they do not take this trust lightly. Theirs is not a "business as usual" attitude. The formation of the Broadcast Advisory Council, shortly after the outbreak of the Korean war, is concrete evidence of the industry's genuine desire to develop ways and means of bringing its tremendous and vital resources into effective coordination with the nation's mobilization and defense program. The Council, which is made up of representatives of all segments of the industry, has met with the President of the United States, members of the Cabinet, the FCC and with top military and civil defense leaders. All have expressed a genuine interest in the Council and have assured us of their deep appreciation for the prompt and voluntary steps taken to unite the industry for fullest cooperation with the government.

Broadcasters are also organizing at the state and community levels so they will be prepared to give all-out aid should disaster strike. Civil defense "networks" have been established in several states; ready to go on the air at a moment's notice to transmit orders, supply information to the people and to prevent panic. Such a program is not achieved without cost—both in time and money—but the broadcasters have voluntarily initiated these activities and are assuming the cost.

Recognizing the vast potentialities of the medium, the Government has classified radio-television as a vital industry, and has given assurance that no greater controls upon it are anticipated than those which were in effect during World War II.

1950 was a year of spectacular achievement for broadcasting. Advertising revenues were the highest in the 30-year history of the industry; programming was better; and audience volume was greater. In the fields of production and distribution, more radio and television receivers reached more people than ever before. The 1950 NAB District Meetings were the most successful ever held and surpassed all previous attendance records.

In the present world crisis, radio and television have a vital stake in the preservation of our freedoms. The confidence of the American people in our vast communications system is not misplaced. The men and women in the industry have long demonstrated their resourcefulness and ability to meet crises and to do what needs to be done. They are ready now to make their greatest contribution toward the preservation of the American way of life.



JACK BENNY

RADIO-TV PATTERN—1951

By FRANK BURKE, Editor, Radio-Television Daily



Frank Burke

RADIO regained its commercial prestige during 1950 and television broadcasting moved along at such a clip that stations were using black ink in their bookkeeping.

The rejuvenation of radio came despite the Association of National Advertisers' attempts to force nighttime rate cuts because of the inroads of TV. This

revival of listening resulted from the Korean war situation and the declaration of a state of emergency by President Truman. It resulted too from determination on the part of the broadcasting industry to get out and sell the advantages of the medium.

On the TV front the business attainments of 1950 came as a result of the growing audience and the interest of many new advertisers in the sight and sound medium. Almost all of the 107 stations showed a profit and in the single market areas the gross billings exceeded all expectations.

Just to give you an idea how well radio shaped up in 1950, it is estimated that radio net time sales reached over \$453 million, a 6.6 per cent gain over the previous year.

Television time sales for the past year were even more spectacular than those of radio. Net time sales for the past year totaled nearly \$84 million compared with \$27.5 million in 1949.

While the business side of radio and TV broadcasting forged ahead the past year industry leaders moved to effect more efficient organization and NAB became the National Association of Radio and Television Broadcasters. In effecting this reorganization the NAB board was able to bring the Television Broadcasters Association into the fold and launch NAB-TV as the organization representative of the TV broadcasters. In effect this action means the complete reorganization of the

industry's association into autonomous radio and television units.

In reorganizing the industry also paved the way for the expansion of the Broadcast Advertising Bureau operations and it is expected that during 1951 this radio and TV service organization will play an important part in increasing the stature of the two mediums.

Based on the radio and TV accomplishments of the past year and the prospects for 1951 both radio and TV are in for a most prosperous year. The radio billings both on a network and local level have taken a sharp upturn and nighttime TV programming periods are at a premium.

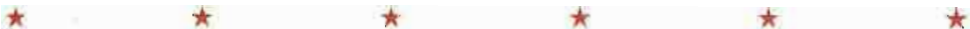
Turning to TV receiver production it is estimated that between January, 1949 to this January, set circulation has increased 12 times. It is now estimated that TV receivers can be found in over 10,000,000 homes and they entertain and inform an audience of around 40,000,000 Americans.

Figures released by R-TMA indicate that during 1950 the total output of TV receivers reached 7,463,800 sets while the radio receiver production was 14,589,000. In 1949 only three million TV sets were produced and the figure on radio receivers was 11,400,000.

Restrictions on the use of cobalt, nickel, copper and other metals imposed by the government will curtail the production of TV and radio receivers during '51. Just how much this curtailment will be is questionable at this time but manufacturers are forecasting cut backs from 25 to 40 per cent as the year progresses.

Broadcasters both in radio and TV are anticipating manpower shortages due to the manpower mobilization by government. It is anticipated that some of the younger men, particularly in the TV field will be drafted, and others will move on to industries offering seemingly more lucrative employment.

The year 1951 although fraught with problems of production, manpower, and administration will be a profitable one for both radio and TV operations. All signs indicate that the tempo of business will continue to grow.



HOPE

A black and white portrait of a man with short, dark hair, wearing a checkered suit jacket and a dark tie. He is looking slightly to the right of the camera with a neutral expression. The background is a plain, light color.

1951

**CHESTERFIELD PROGRAM
PARAMOUNT PICTURES**

TEN TOP RADIO-TV NEWS EVENTS OF 1950

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

1. Korean Invasion and United Nations Resistance.
2. President's Declaration of National Emergency.
3. United Nations General Assembly Sessions.
4. President's Announcement on H-Bomb.
5. Creation of the North Atlantic Defense Alliance.
6. Senator McCarthy's Charges of Communism in Government.
7. The Attempt to Assassinate President Truman.
8. Fall Congressional Elections.
9. Trial of Alger Hiss and Spy Cases.
10. Long Island Railroad Thanksgiving Eve Train Wreck.

Outstanding Broadcasts

NBC—"The Quick and the Dead" Documentary.

CBS—"Challenge of the Fifties" News Review.

ABC—United Nations Coverage.

MBS—"The Joyful Hour."



JACK and LIL KIRKWOOD

"THE JACK KIRKWOOD SHOW"

Mutual Don Lee Broadcasting System

TV READY TO AID DEFENSE

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



Sarnoff

DURING 1950, television reached proportions in performance and growth that qualify it as one of America's most promising industries, thereby bringing to fruition the years devoted to research, engineering and planning. As a result the signpost on the road of progress is marked **TELEVISION** — in black and white as

well as in color.

There are about 10,000,000 television sets in the United States and 107 television stations. No new industry ever grew so fast in so short a time. While there are still vast areas of the country served only by sound broadcasting, the appeal of television is so powerful that those who remain out of its range eagerly await its arrival.

At this time of national emergency, America is particularly fortunate in that since the end of World War II television has been developed to the extent that 40,000,000 Americans now comprise the television audience. This is of tremendous importance to the country since it provides a new medium to supplement radio's vast audience in achieving fullest unity of purpose.

The sale of television sets throughout the year contributed to industrial progress and to the pleasures which American families in ever increasing numbers are enjoying.

The rate of television's growth, however, has been slowed by a nation-wide "freeze" put upon the construction of additional television stations. In the public interest it is hoped that the "freeze" will be thawed in 1951 so that television can reach every city, town, farm and school and satisfy the public demand for this new and important service. Hundreds of new television stations await the signal to go on the air.

Television accounted for approximately 75 per cent of RCA's total gross income in 1950. Vision and planning, plus confidence in the service that television could

render, enabled RCA to maintain leadership in television. No other organization has contributed as much to the creation or more to the advancement of the new science and art as a service to the American people and an important tool for industry.

Color television in 1950 was a revelation and a provocation. As a rainbow arches across the sky after a storm, so television in color broke through one of the greatest tempests of controversy and conflicting opinions.

As creator and leading proponent of a compatible all-electronic color television system, RCA fought to assure its development and approval over the outmoded incompatible mechanical scanning apparatus.

The Federal Communications Commission closed its public hearings in May, and in October adopted an incompatible system as the standard for commercial color television despite the fact that eminent scientists and virtually all of the radio-television industry warned against such a move. The Commission set November 20 as the date when commercial operations were to begin.

Acting in the public interest, RCA carried the case to Court and on November 16 the United States District Court in Chicago issued a temporary restraining order which deferred the establishment of commercial color television until further order of the Court.

[In a decision handed down by the Court on December 22, the temporary restraining order was continued in effect until April 1, 1951, or "until terminated by the Supreme Court."]

RCA maintained that the outlawing of its compatible electronic system was indefensible and contrary to the public interest. It pointed out that the FCC Order was "arbitrary and capricious" and unsupported by substantial evidence; that it would bring irreparable injury to the television industry and to the public.

When the RCA compatible system is used, the present owner of a black-and-white receiver does not need an adapter, nor any change whatever, in his present set to receive color programs in black-and-white. If it is desired to see the programs in color, a converter can be used.

(Continued on Page 73)



MR. TELEVISION

RECORD PRODUCTION YEAR

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



James D. Secrest

THE radio and TV set production record of 1950 may well stand unchallenged for some years to come despite the capacity of the radio-television industry to better it. The reason, of course, is that military requirements for radio and electronics equipment and parts, plus raw material shortages, in all probability will cut heavily into ci-

vilian production throughout the national rearmament program.

The year has clearly demonstrated that television has put the industry into the big leagues, industrially, where it is likely to remain. But because of the vital importance of electronics in modern warfare a large share of the industry's productive capacity will be devoted to national defense indefinitely. In the event of an all-out war, all of the industry's resources will be so used.

Bearing out this production record, R-TMA has estimated TV receiver production during 1950 at 7,468,800 sets, while radio receiver output was 14,589,000. This estimate was made in February, 1951, with the figures representing production by both member and non-member companies. In 1949, only three million TV sets were produced and the figure for radio receivers was 11,400,000.

In 1950, a total of 8,174,600 radios went into home use; 4,740,600 were for automobiles, and 1,674,000 were portables. December production alone, representing a five week period, aggregated 858,500 TV sets and 1,505,600 radio receivers.

Sales of the sets manufactured in 1950 amounted to about \$1.5 billion—a gain of 67 per cent over dollar returns in 1949. Retail sales, of course, were proportionally higher.

Several new production records were established by the industry in 1950. Television receiver output was the highest yet

and 133 per cent above that of 1949. Radio receiving and cathode ray tubes, as well as most other set components, also were produced at the highest rates yet attained by the industry in civilian production.

Television, of course, was the spur that sped the industry on to its new heights. Its rapid growth and the public's insatiable demand for this new form of home entertainment amazed even the manufacturers, particularly in the face of a two-year-old "freeze" on new TV station construction and considerable public discussion of color television.

Only in the late fall did TV set sales start slipping, due largely to tighter credit requirements, an added excise tax, and higher prices. But it was expected that this decline would be offset by reduced production brought on by material shortages.

The year 1950 brought a pronounced public demand for larger television screens, with the result that 16 and 19 inch tubes became the standard and smaller sets were diminishing rapidly. RTMA statistics showed that in October more than 90 per cent of TV picture tube sales to set manufacturers were 16 inches or larger. Rectangular cathode ray tubes and tubes larger than 19 inches also were appearing in increasing numbers.

The proportion of radio-TV-phonograph combinations increased substantially in 1950 as the public indicated a growing preference for complete home entertainment in a single unit.

The sharp comeback in radio receiver sales, which began in the fall of 1949, continued throughout 1950 with the result that, despite the heavy television receiver production, the industry turned out approximately as many radio sets as it did in its greatest pre-war year, 1941, well before the days of commercial television.

Keeping abreast of the industry's progress, RTMA broadened its name to include television, added to its statistics and services, sponsored a series of Town Meetings for television dealers, and otherwise acted to serve the expanding industry.



THE WEST COAST'S NUMBER ONE LIVE TV SHOW FOR
TWO AND ONE-HALF YEARS OVER KTLA—PARAMOUNT TELEVISION



THE SPADE COOLEY SHOW

Saturday Evening 8:30-9:30

DECCA RECORDS · SANTA MONICA BALLROOM · EAGLE LION PICTURES · STANDARD TRANSCRIPTIONS
SPADE COOLEY ENTERPRISES · NOW UNDER WALT HEEBNER MANAGEMENT

TV'S PROGRESS IN 1950

By WILL BALTIM, TV Executive, Columbia Pictures Corp.



Will Baltin

TELEVISION zoomed into the "billion dollar class" during 1950 and took its place among the top 10 industries in the United States. Considering this was accomplished after only three years of commercial TV development, and with little more than 100 television stations serving limited sections of the nation, the fact of its achievement is all the more staggering. Here's how the TV "picture" shaped up at the dawn of 1951: There were 107 television stations operating in 65 U. S. cities and 34 states, covering 65 per cent of the nation's population, or some 25 million families, who account for two-thirds of the nation's retail sales.

Forty-eight cities were interconnected for network TV programs via coaxial cable and microwave relay facilities. Forty-one of these cities were serviced through Bell System common carrier operations and seven by private relays. Network programs were fed for the first time southward to Greensboro, Charlotte, Atlanta, Birmingham and Jacksonville, and westward to Davenport, Ames, Kansas City, Omaha and Minneapolis.

More than 7,500,000 television receivers were produced during 1950, with production running as high as 800,000 a month during the latter quarter of the year. Retail value of these receivers was said to exceed \$1.5 billion.

Advertisers flocked to the new medium in tremendous numbers. During the final quarter of 1950, 4,500 advertisers were using TV, with network billings for the year estimated at \$75,000,000 to \$80,000,000.

while total billings, including local and spot business, exceeded \$100,000,000.

Employment in all facets of television soared to close to 200,000 according to available figures. TV stations and networks accounted for 5,600; receiver manufacturers over 90,000; distributors and retailers 60,000 and service technicians 42,000. Not included in the total are talent firms, program packagers, film makers and independent producers.

Color television became one of the most widely-discussed issues in the television industry when the Federal Communications Commission authorized commercial transmission of the CBS field-sequential system. The authorization was temporarily halted by a court order, following filing of a suit against the F. C. C. by RCA.

Two new systems of program transmission were introduced at the year's end, both of which would provide television with a home "box-office." In Chicago, Zenith Corporation experimented with its "Phonevision" system, transmitting motion pictures supplied by several major film companies to 300 test homes. In New York, Skiatron Television & Electronics Corporation aired tests of its Subscriber-Vision scrambling device via WOR-TV.

The "freeze" on new TV station construction entered its third year in October, with indications it would end during the late summer of 1951. It was feared, however, that world events, having precipitated a national emergency, might delay TV expansion during 1951.

Within two years—from January, 1949, to this January—television receiver circulation had increased twelve times. This means that across the Nation today, television brings its magic charm into 10,000,000 homes to entertain and inform an audience of approximately 40,000,000 Americans.





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

MANAGEMENT:
WILLIAM MORRIS AGENCY
NEW YORK — CHICAGO — HOLLYWOOD

ADVERTISING EVALUATION

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



Frederic R. Gamble

A YEAR ago this time, broadcasting and the rest of American business were facing a normal buyer's market. Now we face a mobilized economy, with little certain except uncertainty.

We can feel certain, though, that advertising will continue to be used and needed.

Some companies may even be able to step up their output and their advertising. Others will have shortages to contend with, and will need advertising to keep their brand names alive and respected and their distribution channels intact. Advertising will also work in the public service, on campaigns such as those of the Advertising Council.

There is growing recognition of the fundamental role of advertising in advancing our economy and helping to keep it healthy. Secretary of Commerce Sawyer, for instance, has consistently maintained that a strong American economy is the last hope of the world, and that advertising people have a vital role to play in keeping that economy strong.

We can be sure, also, that radio will have an important role, as a great mass advertising medium. The current estimates of more than 41,000,000 U. S. radio homes, and the upsurge in national spot sales, make it clear that radio is continuing to score its gains.

And television will continue to move ahead — even though there may be some delays, due to the FCC freeze, to the problems of color television, to shortages of vital materials and to cost adjustments — to become a new and powerful national medium.

In these years of responsibility and uncertainty and adjustment, it should benefit radio and television people to look to the fundamental structures of advertising in this country.

Many of these people have come to

broadcasting from other lines of business — the number of radio stations has doubled since World War II, and nearly all of our 107 television stations have been built since then — so that broadcasting may have special indoctrination problems.

Yet all of these people need to understand advertising. For broadcasting has no other source of income but advertising, and all its people are dependent on advertising in the final analysis.

As part of this, they will want also to understand the advertising agency. Over the years, the agency has proved itself as the skilled and productive source for national advertising in the U. S., responsible for a larger and larger part of stations' advertising volume and, in many cases, for most of their net profit.

Let me suggest two things, then; that I think forward-looking broadcasting people will want to know more about:

First is the need for sound principles of advertising agency recognition.

It is in the broadcaster's interest to insure as high quality performance as he can by the agencies with whom he does business. These agencies are responsible for the success or failure of their clients who use the station. When the agency is able, the broadcaster is helped; when it is weak, the broadcaster is almost sure to be hurt. For a successful advertiser is the station's best prospect for tomorrow; an unsuccessful advertiser is no longer a customer and, more than that, influences others against becoming customers.

Second is the customary 2 per cent cash discount, the financial safeguard for national advertising.

The 2 per cent cash discount is the payment stimulus allowed by media, who figure on it when setting the card rate, so that it does not come out of net revenue. It is passed along by the agency to the advertiser, who deducts it from his bill when he earns it by paying promptly. This leads advertisers to clear and pay advertising invoices ahead of other bills and puts agencies in funds to pay media by their due dates. It holds down credit losses, by giving agencies warning if the advertiser passes the discount date.





Max Liebman

Producer-Director

"Your Show Of Shows"—WNBT

C. A. B. MEMBERSHIP HITS PEAK

By MALCOLM NEILL, President, Canadian Association of Broadcasters



Malcolm Neill

THE Canadian Association of Broadcasters entered 1951 with the largest and strongest total membership in its history. The Association now embraces 102 of the 125 privately owned stations in Canada; and has additionally 26 associate members.

During the past year, the Association presented highly detailed submissions on

private radio's case to the Royal Commission sitting in Ottawa. This effort was the most complete and detailed analysis of the present broadcasting situation and problems ever to be compiled. Officers and officials of the Association accompanied the Royal Commission on its tour of Canada and assisted individual stations in making their presentation.

Interests of member stations were protected at the NARBA Conference in Washington by Mr. George Chandler, of Vancouver, the Chairman of the Association's Technical Committee, and Mr. W. J. Bain, OBE, formerly of the Department of Transport, who was specifically engaged for this purpose.

Near the end of the year, some concern was caused by the appearance of "splinter" groups in the copyright field. Vigorous and detailed effort was required by the Association to protect the interests of its members in this connection.

A new French Language Division was set up with the full support and co-operation of French language broadcasting stations in Canada. A purpose of this Division will be to supply translation of important material to French language stations, so as to make these easily available for broadcast. The Division will also explain to advertisers the value of the French language market in Canada and assist them to utilize it correctly and with maximum impact.

The Sales and Research Division of the Association developed during the past

year a new and important pattern of research and comparison which has materially assisted and will continue to assist the sale of broadcast advertising to agencies and advertisers. These new research tools and techniques have aroused very considerable interest in advertising circles, in both Canada and the United States.

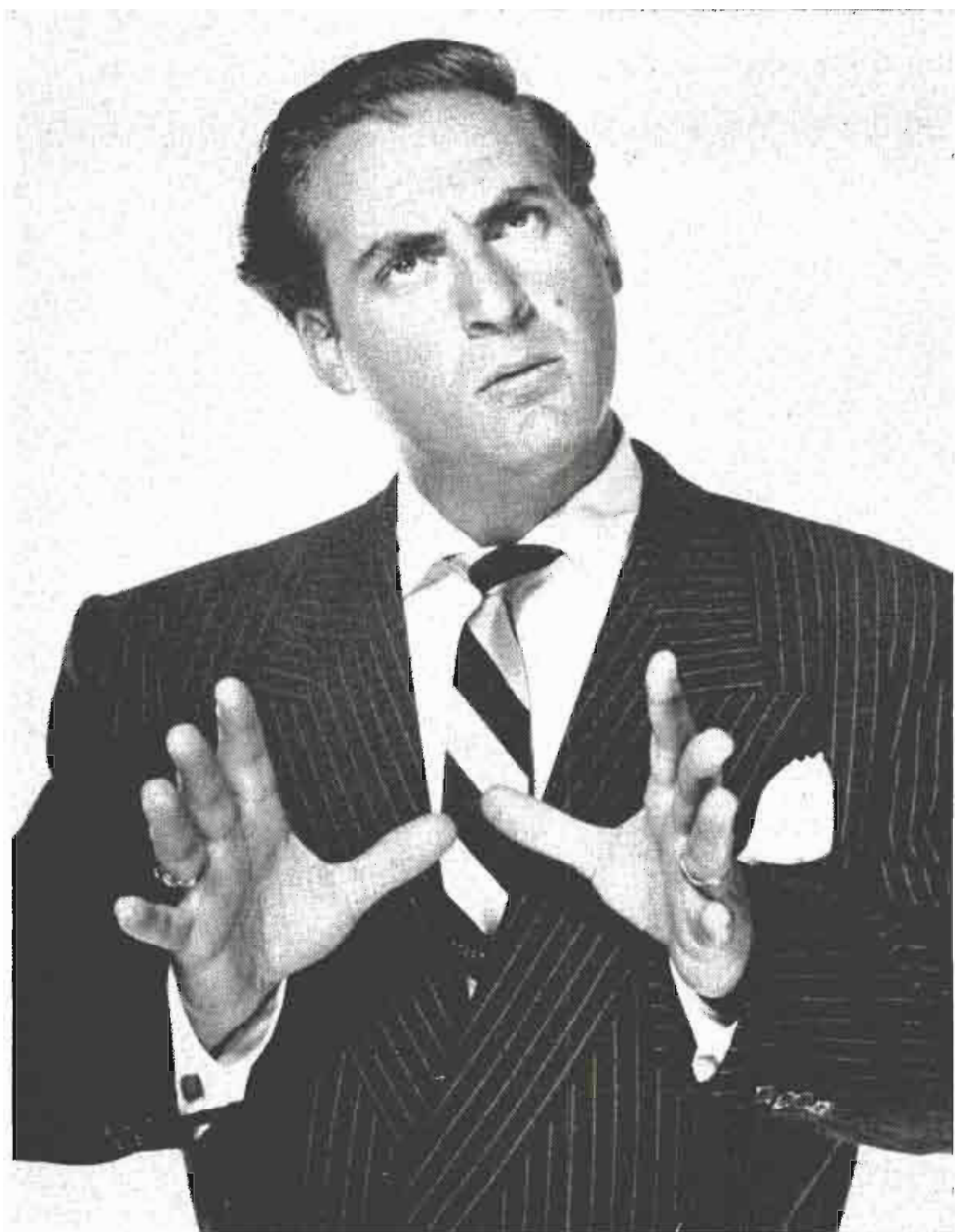
During the course of the year Directors and officials of the Association undertook an unusually large number of speaking engagements, presenting the problems of, and the case for, privately owned broadcasting to a substantial number of associations, clubs, societies and groups in virtually every populated center of Canada. Additionally, information was provided to a large number of official, semi-official and commercial publications.

The Association initiated and sponsored a move during 1950 to promote authenticated, impartial program popularity research. Plans are now under way to have specific techniques and methods laid down for program popularity research by a tripartite organization, similar to the present Bureau of Broadcast Measurement, or by the Canadian Advertising Research Foundation.

The Association's membership was saddened during the year by the loss of Mr. John J. Gillin, Jr., of WOW, Omaha, Nebraska, who, for many years, had regularly attended Canadian Association of Broadcasters conventions and had achieved a position of unusual regard in the eyes of Canadian broadcasters. Mr. Gillin was referred to as the United States unofficial ambassador to Canada. The Association has now set up a Johnny J. Gillin Jr., Memorial Award to be presented annually to the Canadian station which has performed the most outstanding public service. The first of these awards will be made at this year's annual Meeting—scheduled for February 26 to March 1, 1951, at the Chateau Frontenac, Quebec City.

Regional Meetings were held throughout the country to discuss localized problems, and to permit a more detailed discussion of national problems. The pattern of regional meetings will be extended and enlarged during the current year.





SID CAESAR

"It's a small world"

YOUR SHOW OF SHOWS

NBC-TV—9-10:30 P. M. Sat.



IMOGENE COCA

"You can say that again"

YOUR SHOW OF SHOWS

NBC-TV—9-10:30 P. M. Sat.



FRED WARING AND HIS PENNSYLVANIANS

RADIO — TELEVISION — CONCERTS — DECCA RECORDS

ONE OF AMERICA'S GREAT ENTERTAINMENT INSTITUTIONS

FAVORITES OF 1950

The top radio and TV editors in 63 markets served by radio and television stations named the following leaders:

RADIO — MAN OF THE YEAR — TV

JACK BENNY
CBS

SID CAESAR
NBC-TV

— WOMAN OF THE YEAR —

EVE ARDEN
CBS

FAYE EMERSON
NBC-CBS-TV

— DRAMATIC SHOW OF THE YEAR —

LUX RADIO THEATER
CBS

STUDIO ONE
CBS-TV

— COMEDY SHOW OF THE YEAR —

JACK BENNY
CBS

MILTON BERLE
NBC-TV

— MUSICAL SHOW OF THE YEAR —

TELEPHONE HOUR
NBC

FRED WARING
CBS-TV

— COMMENTATOR OF THE YEAR —

WALTER WINCHELL
ABC

JOHN CAMERON SWAYZE
NBC-TV

— DOCUMENTARY OF THE YEAR —

"THE QUICK AND THE DEAD"
NBC

"CRUSADE IN EUROPE"
ABC-TV

— QUIZ SHOW OF THE YEAR —

"YOU BET YOUR LIFE"
NBC

"STOP THE MUSIC"
ABC-TV

— SPORTSCASTER OF THE YEAR —

MEL ALLEN
MBS

JIMMY POWERS
NBC-TV

— CHILDREN'S SHOW OF THE YEAR —


"LET'S PRETEND"
CBS

KUKLA, FRAN & OLLIE
NBC-TV

— SONG HIT OF THE YEAR —

"GOODNIGHT IRENE"
BMI

"GOODNIGHT IRENE"
BMI



DINAH SHORE MOST POPULAR FEMALE SINGER

By DR. GEORGE GALLUP

Princeton, N. J.

Dinah Shore, star of screen, stage and radio, is voted America's favorite female vocalist in a nation-wide survey by the American Institute of Public Opinion.

Besides being singled out as the top favorite of the U.S.A., Miss Shore also enjoys wide popularity in England where she went recently to sing at a command performance before the King and Queen.

From coast to coast a balanced cross section of voters was asked:

Who would you say is your favorite female singer?

All names were volunteered by the persons interviewed; no lists were used.

Choices of Age 21-29

1. DINAH SHORE

Choices of Age 30-49

1. DINAH SHORE

—Los Angeles Times.

THE TIDE SHOW
for PROCTER & GAMBLE

R C A VICTOR RECORDS

A REVIEW OF RESEARCH

By BILL NOBLE, Associate Editor, Radio Television Daily



Bill Noble

RESearch in radio and TV audience measurements continued, during 1950, with the familiar words, "coincidental," "recall," "aided recall," "diary" and "automatic"—all useful in the field of measuring the audience, but none emerged as the sole device which would cause the advertising

time-buying departments to catch the 5:15 home for an early dinner.

The constant refining of methods, however, which has been going on since the first measurement efforts were made back in the thirties has continued, so that "ratings," "indexes" and whatever other name is used are now established, at least in the time-buyers mind, as indicative that the hour or program has a substantial share of the audience, if noted.

With radio having reached what advertisers consider the saturation point, less stress is laid on the number of radio homes or radio families in a given area. The old rule of calling every home with the 0.5 MV/M a primary home, daytime, is still used extensively, while the most recent BMB county figures continue to have a value to the advertiser or agency.

Results of the 1950 Census of Population, published up to now, show the tremendous relocation of our population which has occurred during the past ten years. Researchers, of course, have been cognizant of the fact but once the Government releases the final population figures they can be taken as the basis for projections in the years to come.

As an instance of the shifting of markets during the past ten years, while the nation gained 14.5 per cent in population, 1940-1950, the Pacific Coast States showed gains of 37 per cent in Washington, 39.6 per cent in Oregon and 53.3 per cent in California. On the other hand, three states, North Dakota, Mississippi and Oklahoma actually lost population—and twenty-five other states had gains less than the national increase of 14.5 per cent.

All this adds up to the need of a re-

shuffling of thoughts concerning markets and their potentials—and also of the ways to reach the buying public.

As a mass medium, radio, now at its saturation point, can give the advertiser the greatest market ever available in the history of communications. Home radios, plus car radios and portables, afford the opportunity for mass impressions never before extended to the advertiser.

Meanwhile, 1950 saw TV surge into the picture as an advertising force to be reckoned with. As of the first of the year there were 10,000,000 receivers in the hands of the public with a potential viewing audience of 40,000,000.

As in radio, research firms sought to "rate" programs as to popularity by the various methods previously employed for the audio medium and while programs in the top brackets were more or less uniform, in the findings, those shows of the lower stratum of the "first ten" or "first fifteen" showed surprising jumps in and out of the select circle, whether by national or city rating.

A TV program which has had a consistently high report, week after week, can be considered to be one of the air's popular features. Nevertheless, it is true many shows that never reach the "inner circle" of being reported have substantial audiences. Here, it may be that the attempt to use radio audience reaction techniques has caused a distortion of normal human reporting in "what they saw." It may be that the newer attempts to add up the audience, via the mechanical means now available, will produce satisfactory results.

It must also be remembered that the ownership of a radio set is a fact today—and this goes for individual ownership throughout the family. A TV set, however, is, with only few exceptions, a family ownership partnership, and many programs which can be reported "on" whether by coincidental or through mechanical means do not accurately reflect the wishes of all the persons in the family.

However, both radio and TV seem here to stay. And with the experience of nearly twenty years of research into what people listen to and look at, the simple answer to program popularity still is—GIVE 'EM A GOOD SHOW. They'll listen or look.





FIBBER MCGEE AND MOLLY

for

PET MILK

NBC

Tuesday Evenings

U.N. RADIO—NETWORK FOR PEACE

By PETER AYLEN, Director, Radio Division, United Nations



Peter Aylen

IN Mr. Trygve Lie's 1951 New Year's message to member states of the United Nations, we find this following closing paragraph: "No one can foresee how long the dark and dangerous days through which we are moving will continue. But whatever trials may lie ahead of us, we can be sure that the United Nations goal of a peaceful world will in the end prevail, provided the nations remain loyal to the Charter and to the Organization."

Mr. Benjamin Cohen, Assistant Secretary General for Public Information, has frequently stated that the United Nations will require the fullest measure of support from an enlightened world public opinion. Radio has demonstrated itself during the past five years as perhaps the most effective medium in disseminating United Nations information. Since it is not beset by newspaper shortages, transmission or transportation bottlenecks, foreign exchange scarcities across borders, it reaches millions of the educated and illiterate alike in all languages and dialects.

The deepening political crisis and the aggression in Korea inevitably added enormously to the demand for informational material of all kinds about the United Nations, and placed heavy strain on the limited resources of the Department of Public Information. Less than one hour after the first meeting of the Security Council on the Korean question, on June 25th the United Nations Radio began daily newsbroadcasts in Korea, and from then on, through the General Assembly there has been a constant stepping up of radio service of all kinds.

Both in the United States and overseas, United Nations Radio coverage reached an all-time high during 1950. Daily programs were transmitted regularly in 31 languages including Pushtu (to Afghanistan), Urdu (to Pakistan),

Tagalog (to the Philippines), etc. These programs including newscasts and feature programs prepared by the various services of UN Radio as follows: English Language Service, European and Middle Eastern Service, Latin American Service and Trans-Pacific Service. The actual proceedings through simultaneous interpretation were broadcast in English, French, Spanish, Chinese and Russian. This was made possible as an emergency service through the generous cooperation of the Voice of America, Radiodiffusion Francaise, the British Broadcasting Corporation, Radio Leopoldville and Radio Australia. A staff of 90 international civil servants, drawn from broadcasting systems of member states, carries on the administrative and production services; with some staff members on assignment in the field, one stationed in Korea at present.

U. S. COVERAGE. Year Book readers will be interested to learn that UN coverage continued to expand during the past year. It is gratifying to announce that during 1950 about 1,500 stations, representing five networks and many independent stations, have carried UN daily and weekly programs.

The oldest scheduled program is UNITED NATIONS TODAY (a Peabody Award winner in 1948) which is aired regularly over 150 stations from coast to coast five days weekly, frequently by other stations affiliated with the Mutual Broadcasting System.

Memo From Lake Success, now in its third year, released by the Columbia Broadcasting System, is a weekly 15-minute feature with exclusive interviews or strategic news roundups.

During the spring and summer, the National Broadcasting Company and the Mutual Broadcasting System feature two series of significant documentaries, supervised by Mr. Norman Corwin.

With the inauguration of the Liberty Broadcasting System, another daily series was begun in October, called Spotlight on the UN.

In addition to these network programs, 450 American stations carry a weekly transcribed feature entitled UN STORY.





Exclusive Representative:

Ted Ashley

Press Relations:

Gore-Solters Associates

SONG HITS OF 1950

(January 1, 1950 to January 1, 1951)

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 1950. (Songs in stage or film productions are indicated. Songs currently active are marked with an asterisk. Songs whose activity began on the ACI Surveys during the Fall of 1949 are noted by the 1949 date.)

SONG TITLE AND PUBLISHER	TOTAL ACI POINTS	NUMBER OF WEEKS IN ACI SURVEY
My Foolish Heart (Santly-Joy)	29,591	28
Hoop-Dee-Do (E. H. Morris)	22,226	24
* I Don't Care If The Sun Don't Shine (Famous)	22,141	30
* La Vie En Rose (Harms)	22,057	35
* All My Love (Mills)	20,931	23
Bewitched (Chappell)	20,654	25
If I Knew You Were Coming (Robert)	20,277	21
It Isn't Fair (Words & Music)	19,035	21
Third Man Theme (Chappell)	18,038	28
Mona Lisa (Famous)	18,032	25
Music Music Music (Cromwell)	16,620	20
Play A Simple Melody (Berlin)	16,570	23
Dearie (Laurel)	15,694	20
Chattanooga Shoe Shine Boy (Acuff-Rose)	15,590	17
Enjoy Yourself (E. H. Morris)	15,119	26
Sam's Song (Sam Weiss)	15,055	22
Dear Hearts And Gentle People (1949) (E. H. Morris)	15,013	16
* Nevertheless (Chappell)	14,800	19
Old Piano Roll Blues (Leeds)	13,936	23
* Thinking Of You (Remick)	13,931	19
Sentimental Me (Knickerbocker)	13,834	24
* Goodnight Irene (Spencer)	13,761	15
Daddy's Little Girl (Beacon)	13,487	25
A Dream Is A Wish Your Heart Makes (Walt Disney)	13,400	20
* Harbor Lights (Chappell)	13,214	17
Count Every Star (Paxton)	13,162	23
* Sometime (Witmark)	12,887	25
* I Love The Guy (I Love The Girl) (Shapiro-Bernstein)	11,732	19
Candy And Cake (Oxford)	11,715	21
I Wanna Be Loved (Supreme)	11,607	20
There's No Tomorrow (Paxton)	11,590	16
* A Marshmallow World (Shapiro-Bernstein)	11,346	13
* A Bushel And A Peck (E. H. Morris)	11,112	12
Bibbidi Bobbidi Boo (Walt Disney)	10,761	14
Old Master Painter (Robbins)	10,631	11

Best Wishes

Kate Smith

R.E.C.—AN INDUSTRY FORUM

By ROBERT SAUDEK, President, Radio Executives Club of New York



Robert Saudek

THE past year has witnessed more controversial issues within the industry than any year since the founding of the Radio Executives Club of New York.

I hope the Club's record for 1950 will measure somewhere near standards set for the organization by the REC's founding fathers back in 1939. At the time the Club was formed

its specific aims were to bring the members together to promote better understanding of problems facing the industry, and to provide for the proper dissemination of information pertaining to industry developments.

With the invaluable assistance of the Club's officers and Advisory Council, this year the REC has served up to its members factual reports from the principal interested parties on both sides of such controversies as Red Channels and Color Television. It also provided an industry forum on the important role which radio and television are to play in the New York State Civil Defense picture when Gen. Lucius D. Clay, Chairman of the New York State Civil Defense Commission, opened the 1950-51 REC season with a report on the Empire State's plans in the event of an A-bomb attack. Questions from the floor, with direct replies from the guest speakers, gave members a thorough briefing on the primary issues before the industry this year.

New departures from old Club traditions were inaugurated in 1950 with the generous assistance and approval of REC members and officers. Attendance at the Club's luncheons this year is running well ahead of average. This, I believe, is partly due to the hearty endorsement the membership has given to the decision to hold these meetings in the Hotel Waldorf-Astoria.

The club took a quick survey on the question of membership at one of its

meetings this year and found that on the average every other person at the luncheon was a non-member. This is an optimistic and altogether healthy sign for the REC because it means that so many of its members find the meetings of such major interest that they are inviting their industry friends to our forum. Eventually, it is hoped that these non-member luncheon guests will themselves become full-fledged REC members.

Another innovation at the REC this year is the five-minute newscast which opens each luncheon. This is rotated among the networks and independent stations in this area and among the editors of the leading radio, television and advertising journals. Under this procedure a newscaster delivers the latest national and international news and a trade paper editor provides the REC with a quick rundown on the day's developments in radio-television and advertising circles.

Shortly after the Christmas program in 1948, the Radio Executives Club Student Emergency Fund for City College of New York students was established with \$1,100. This Fund has been instrumental in rendering financial assistance to worthy students. Since it was set up the Fund has been repaid 100 per cent on all loans it has made. Incidentally, the loan turnover approximates \$200 a month. At one point a grateful student repaid his loan together with an additional \$20. This has been added to the Fund which now stands at \$1,120.

I would like the record to show my appreciation of the many who have been so generous with their time and efforts to help the Club advance. This naturally includes the press who generously opened their news pages to us with full and complete coverage of REC meetings, and specifically to *Radio Daily*, for providing space in the paper to advertise each of the Club's meetings. Of those who have cooperated with me to the fullest possible extent, I would single out Claude Barrere, REC's indefatigable Secretary, Jack Brooke, REC's Treasurer, ABC's Jack Pacey, who headed REC's House Committee and Dave Alber, who handled the Club's publicity, for their efforts.





EDGAR BERGEN

with

CHARLIE McCARTHY and MORTIMER SNERD

RADIO AND TELEVISION

FOR COCA-COLA

TELEVISION NEWSCASTING

By JOHN CAMERON SWAYZE, NBC-TV News Commentator



John C. Swayze

THE other day Mrs. Swayze and I were having dinner with some old friends from Kansas City who had just bought a television set but had not yet had it installed. Said one of them:

"If you don't mind talking shop for a moment, tell us something about how your program is put on."

As I sketched the workings of the News Caravan I mentioned in passing a film of an event which had occurred earlier in the day and had been on that evening's show.

"You mean," the friend interrupted in genuine amazement, "that you show pictures of an event the same day it happened?"

And suddenly it was brought home to me that to many parts of the United States some of the wonders of television are still startling. The East grew up with television. Most of the rest of the country did not. Growing up with it, a person is apt to lose sight of the strides that have been made in the staging of programs for the eye as well as the ear. I remember only a little more than two years ago when NBC started its TV news programs via mobile unit from the news room in the RCA building. What went out then wasn't apt to startle anyone, even if they had never seen TV before.

As it moves westward to link up the stations of the nation television more and more is changing the habits of Americans. In the case of the Caravan, for one thing we're doing much to change the eating habits of the populace.

Cartoonist Milton Caniff tells me he and his family now desert the dining room to gather 'round the set to see the news with plates on knees.

Quentin Reynolds says it has altered the dinner hour in his home.

H. Allen Smith says he and his family

have become "living room" diners and he sounds the complaint:

"It's changing our diet. You can't eat steak off your lap. We're becoming a family of meat ball eaters."

All this is interesting and I'm happy to have been in on the birth of network television news. But, boys, it's a much tougher racket than radio. As Henry Cassidy, NBC's European news director once said:

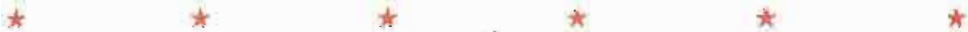
"We didn't realize how well we were off with just radio."

Being seen as well as heard requires more of the newsman on camera as well as from the staff that must handle the other multitudinous details. Slipups can be much more embarrassing than on radio, which in this respect was no slouch itself.

Currently, the News Caravan is being shown in a limited number of motion picture theaters, which break their regular program to conform with the Caravan's schedule and show it in full on their large screens. It is possible it may eventually be in a great number of theaters. This is a development, an offshoot of straight TV, so new its destiny is still anyone's guess.

Another sidelight on TV news, especially during the Korean war, concerns requests. In many cases members of the audience suddenly saw a husband, son or brother on the screen before them as they watched our films from the battlefield. Naturally, they wrote for a copy. In each case we've been able to furnish a film clip from which any photographer can make an enlarged print.

This is a service which television news departments will probably always be called upon to provide, for even in peace people who see themselves or their relatives on the screen in a parade or wherever are apt to want a copy. Such requests should be filled. Totally aside from the public service, can you think of any better good will builder? And when you lose the good will of your audience the people are no longer your friends. Then look out!





RALPH EDWARDS

"TRUTH OR CONSEQUENCES"

Now On

TELEVISION — CBS — Thursdays

And We Are Still On

RADIO — CBS — Tuesdays

Both For PHILIP MORRIS

FUTURE OF TV IN MEXICO

By **DON EMILIO AZCARRAGA**, Mexico's Leader in Radio, Movies and TV



Emilio Azcarraga

AFTER thirty-five years of paternal dictatorship, old President Porfirio Diaz went into exile. This happened in 1911. At the time, the City of Mexico had a half million inhabitants.

From then on, the ancient Tenochtitlan of the Aztecs has experienced a dizzy growth. Her population has multiplied five fold. Neither the

armed struggle of our civil war which lasted many years, nor the political convulsions, nor the radical social reforms, nor the frequent earthquakes have been able to stop its tremendous growth, physically and in spirit. Today, the City of Mexico is a metropolis with a surface area of approximately 400 square miles and a population of two and a half million inhabitants.

To this City of great contrasts, of sumptuous mansions and miserable hovels, but which is capable of offering all the comforts and refinement of modern civilization, comes today the most extraordinary invention of the century: TELEVISION. The immediate question is: What will happen in Mexico?

I shall begin by mentioning Radio and Movies, which are the natural allies of Television.

The City of Mexico has thirty different commercial broadcasting stations. Two of these are part of my organization; Station XEW and Station XEQ. All of the thirty stations have plants of good quality and most of them are well operated. However, for many years past, XEW and XEQ have dominated and amassed 85 per cent of the total radio audience in Mexico and these same stations handle 80 per cent of all the commercial programs allocated to Radio. Live broadcasts fill sixteen hours daily in XEW and twelve hours daily in XEQ. More than 300 musicians go in and out of these two stations, every day. Ninety per cent of all radio talent on our stations are Mexican born, and a large number of artists have been with us many

years: singers, comedians, producers, dramatic actors, commentators, etc. Nearly all of the Mexican popular music composed in the last 20 years has been promoted and exploited through our microphones. Curiously enough, on the greater portion of the southern border of the United States, these two stations have a greater listening audience in the bilingual towns than any of the American Stations.

All of the above does not mean to imply that we consider ourselves the "intelligentsia" of Radio; but it does make us realize that we must have some fairly good ideas. In quality, not in quantity, our Radio industry does not suffer much by comparison with that of the United States. American Advertising Agencies in Mexico can testify to our high standards.

In the Mexican movie industry which, little by little has dominated the Latin American markets and has made incredible gains over Hollywood, Argentina, England, France and Spain, production this year will reach more than 120 films and the box office receipts have also shown a steady increase. Our company is a very large stockholder and director of the Churubusco-Azteca Studios, where 60 per cent of all long feature Mexican films are made. This City is the home of hundreds of motion picture actors, directors, writers, adapters and fine cameramen. In this country we seem to have nearly everything, especially when we speak of arts and crafts, an environment which offers a solution for whatever problem that may arise. Our Churubusco-Azteca Studios have been constructed and equipped without curtailing costs. It is our proud feeling that no better studios exist anywhere.

Even if we seem to sound slightly immodest we can say that we have the "know how" in Radio and Motion Pictures. We know and understand the everyday family life, the psychology, ideals and common beliefs of our Latin American brothers.

And now Television is here. It is, of course, the natural continuation of our activities in Radio and the Motion Pictures. I feel that it has become our obligation to the people of my great country.

(Continued on Page 73)



JO STAFFORD

CARNATION CONTENTED HOUR
VOICE OF AMERICA

CLUB 15 FOR CAMPBELL'S SOUP
RADIO LUXEMBOURG

COLUMBIA RECORDS

Management:
MICHAEL NIDORF

Direction:
GENERAL ARTISTS CORP.

SPOT RADIO CLIMBING

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



Frederic W. Ziv

THE trend on the part of national, local, and regional advertisers to sponsor transcribed-syndicated shows, continues to grow stronger.

Advertisers in increasing numbers are investing their money in open-end transcriptions because it is by now a proven fact that shows such as "Bold Venture" can accomplish nothing

short of miracles for the advertiser who has bought it for his city or region.

In short, "spot" radio is bigger than ever, and growing even bigger.

Why? Because the philosophy of advertisers has become more realistic than ever before. Every dollar spent in radio advertising must have a meaningful purpose. There must be no dissipation of funds.

And, having been equipped with a tool such as transcribed-syndicated programming, the advertiser and his agency can now literally make every dollar count. He can select city-by-city, region-by-region the ones in which he has to do the most concentrating. Then, to help him do the job, he can buy a top-drawer program, featuring the nation's greatest entertainment personalities and top production values, and put it on the air in that city or in that region where it will do him the most good.

In other words, it is no longer necessary for him to buy a program which reaches areas of no interest to him whatsoever. Thus, with none of his money wasted in such areas, he is able to get full dollar-for-dollar value from his invested money.

Another tremendously important factor in the continued growth in importance of the transcribed-syndicated industry, has been that the leaders in the field have cut no corners to bring out the finest possible product.

The production budget per half-hour show for "Bold Venture," a transcribed-syndicated show, is \$12,000. In Humphrey Bogart and Lauren Bacall, this show

presents two of the finest and most popular actors in the world today.

This, then, is the trend—spare no dollars to produce the highest caliber show in order to insure that the buyers will be provided with a sure-fire audience puller.

It becomes increasingly clear, as the months go by, that television is not the entire reason for the prosperity of the "spot" radio industry.

It is true that many national sponsors who have put heavy money into television have also put money into "spot" radio to help them do a job in those areas where television does not penetrate deeply enough. It is also true, however, that the "spot" radio industry is standing on its own healthy feet. Advertisers in increasing numbers are buying open-end programs, because the programs themselves are of such high quality that they are a match for, or superior to, other types of programming.

Open-end transcribed programs have many advantages, for local and national advertisers alike.

To the local sponsor, such programming affords the opportunity to present big names, such as Guy Lombardo and Humphrey Bogart, or an established character, such as "Boston Blackie" or "Cisco Kid," as his very own in his community. The local sponsor's own sales message is delivered by his own announcer in the open spots left in the program for that very purpose.

To the national sponsor, such programming insures that his prestige will be maintained in the cities and areas in which he is aware he must concentrate more than in others. He is buying a smooth, high-budgeted production, and he is buying a "name" with which to attract listeners. At the same time, he, too, is able to present his open-end show with that personal touch afforded by the local announcer and local promotions.

Both local and national advertisers are moreover buying a flexible tool. They can select the most advantageous time, day, and station and build a big listenership, and get maximum value per dollar spent.

It is precisely because of the plus values of transcribed-syndicated programming that we, the producers, have found our programs increasingly easier to sell.





JUDY CANOVA

"THE JUDY CANOVA SHOW"

For

Colgate-Palmolive-Peet

Saturday Evenings NBC

68

PROBLEMS OF THE DUAL OPERATION

By D. L. PROVOST, Business Manager, WBAL and WBAL-TV



D. L. Provost

IT might appear that the dual operator, who is running both a radio and television station, would be Mr. Bayer's largest customer. It doesn't take a CPA to figure two operations should have double the headaches of the single operation. What most people overlook is the fact that while the quantity of problems

is there all right, the dual operator has compensating factors in that he has some control over the cause and effect of these problems.

Let's just briefly look at some examples of this in terms of the special problems that confront the single operator. We will start with radio.

Radio is faced with skidding rates, traceable in many instances to television competition. Whoever thought the day would come when the highest rated programs would be in the daytime? The radio station owner hears plenty from his clients on this theme. The dual operator gets his ears bent plenty, too, but he is in a more fortunate position. He can look at this situation with more composure because he has nice fat ratings on TV to talk about.

In radio, there has been for the last year quite a turmoil over rates. Of course, Excess Profits Tax and war production may quiet this hubbub. Even if it doesn't settle down all together, however, here again is an example of how the dual operator is in a position to look at this situation more calmly for he has had the pleasant experience of seeing his TV rates move forward.

Right here I would like to point out that WBAL is one of those stations which, in the face of uncertain rates and possible loss of audience, has taken a positive approach to this problem. We are developing a merchandising department in order to give our AM clients a helping hand with their products in the grocery, drug

and chain stores. This station is developing, and putting on the air, programs which lend themselves to merchandising the sponsors' products. With strong merchandising help, they are getting far more for the money spent with us than they have in the past; more than they would by putting their money on stations which do not offer this service. Sure, our expense is up, but so is our revenue. We have been running ahead of 1949 . . . and this in spite of being in one of TV's most active markets.

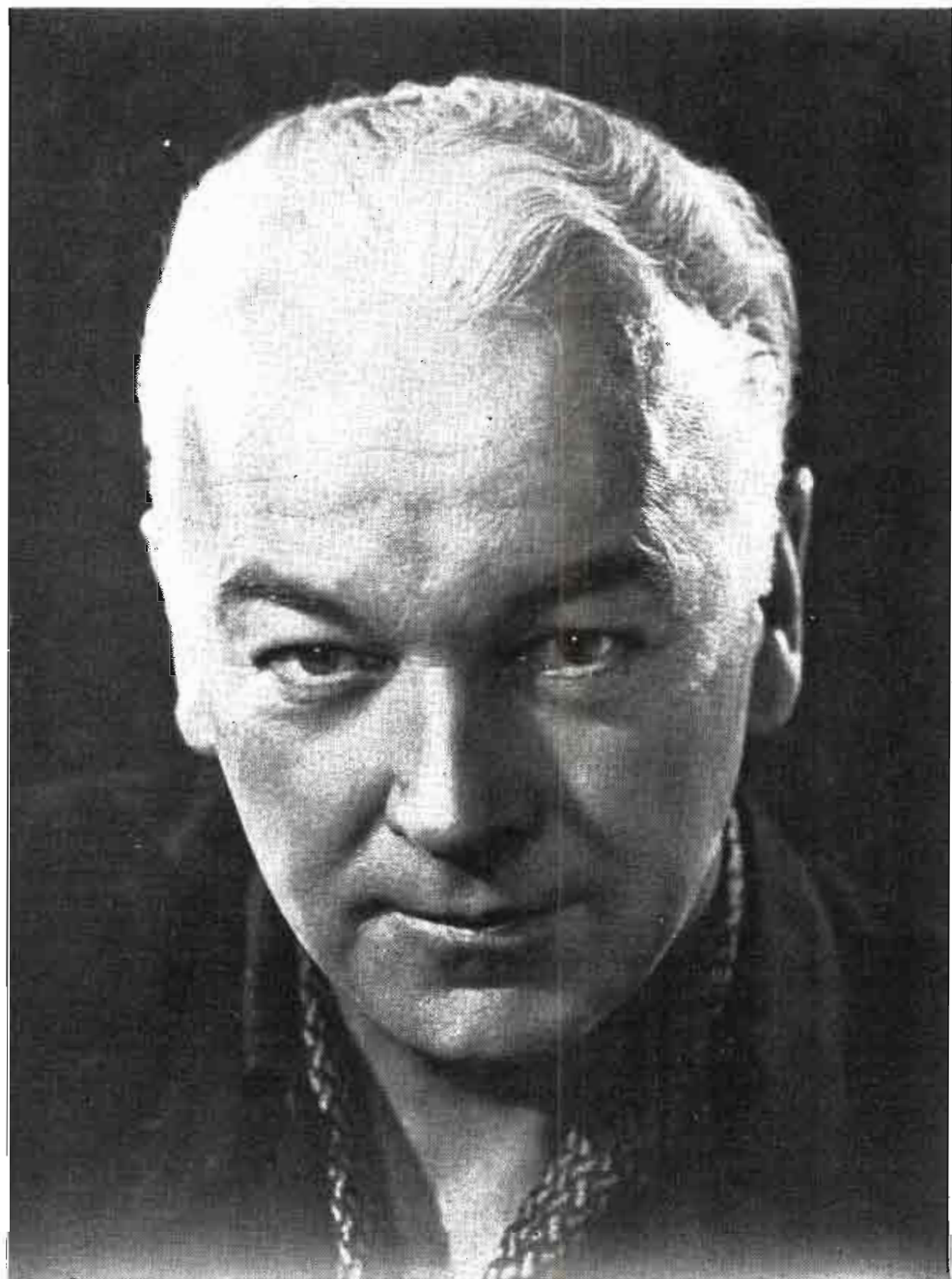
From our experience we know when radio goes out and actively helps the clients, through merchandising and promotion, this business has nothing to fear from the future.

Now let's turn to the problems facing the television operator, who in this lush year grabbed his shirt-tail just in time to keep the whole shirt from going out the window, only to turn around and find the hot breath of the Excess Profits Tax melting his hopes for quickly making up earlier losses. This is no less a problem to the dual operator, but he's got his old reliable friend, radio, to bolster his morale. This Excess Profits Tax comes along at a time when television is caught with high costs . . . while facing drastic set production curtailment. This means no rate increases. While this is a problem to the dual operator, it's another example how he can ride the tide because while TV rates may not move up, the chances are radio rates won't go down. Also, if the advertiser reacts to the current Excess Profits Tax, as he did during the last war, radio revenue should mount.

Having touched upon the single operation, let's now look at those problems which are applicable to the dual operation alone.

It would seem the most pressing problem facing us is to make sure that radio does not get trampled on, and does not get kissed off by the sales staff, the program, technical and all other departments, whether these departments are integrated or separated. It is necessary to keep a sharp watch on the physical setup, or one finds suddenly that his television operation, growing like a brush fire, has

(Continued on Page 107)



WILLIAM BOYD

"Hoppy"

TV: PAST, PRESENT AND FUTURE

By DR. ALLEN B. DU MONT, President Allen B. Du Mont Laboratories, Inc.



Du Mont

TELEVISION'S growth in the years since World War II is best summed up in the single word, "fabulous." Its present status, like that of every industry, is uncertain. It will remain uncertain until the national emergency has been removed. When that happens, television will expand at a rate that will make past

accomplishments seem puny. It will quickly become as much a part of our lives as the automobile, the wonder drugs, the airplane and the other miracles of modern science.

The year 1950 saw the production of seven-and-one-half million television sets, a figure no expert would have dared to predict at the start of that year. It also witnessed the number of television stations rise to 107 with 80 stations interconnected and 27 non-interconnected.

This expansion was effected despite new consumer credit restrictions incorporated in Regulation "W" of the Federal Reserve Board, the FCC freeze on the construction of new television stations which seriously cut down the number of new markets for the industry, the confusion resulting from the question of color television and shortages induced by the international situation.

The expenditures of associated industries, such as advertising, expanded on a similar scale. Although television does not yet have coast-to-coast networks, it already commands tremendous audiences. During the past year advertisers became increasingly aware of these audiences and eager to sponsor new programs.

A second factor, the tremendous power which TV exerts as a sales force, also helped account for the increased advertising revenues. Radio long ago proved itself as a potent sales tool. But at the beginning of 1950 some advertisers still had to be convinced that television could justify its higher costs through increased sales. Any lingering doubts were easily

wiped out during the past year which saw some companies using TV as an advertising medium increase their sales over 35 per cent in TV areas as compared to sales in non-TV areas.

The large scale entry into TV by big advertisers also brought big name stars to TV in large numbers for the first time. While there had been a few stars in the new medium previous to 1950, program budgets as a rule were not large enough to use the top talent of Hollywood and Broadway regularly.

That picture changed radically during 1950. The increased sponsorship has enabled networks to present a wide variety of first class dramatic, musical and comedy programs with topflight talent as guest stars or regular performers.

For the year of 1951, the big problem will be production. The full impact of the defense effort will not be felt until Spring or early Summer. But restrictions on basic materials and shortages of small parts used in receivers already have made it obvious that production will be cut drastically. There will also be fewer technicians left for civilian production because the industry will be concentrating on government work.

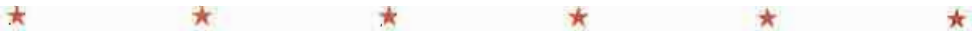
Indications are that production in the later part of 1951 will be between 25 and 50 percent of what it was in 1950.

Shortages and increasing costs of basic materials will mean eventual higher prices. But the picture is changing so fast that it is impossible to tell when price rises will come or what they will be. Shortages should not affect sets already in existence because there are sufficient replacement parts for such sets when they need repairs.

Where color TV is concerned, recent court and FCC decisions plus demonstration of newly improved all-electronic color, has indicated the instability of the color situation. It will be a considerable time before the question can be settled. The color question for 1951 will be mostly an academic one.

The problems we face in 1951 are not of our own making. They are created by those who are trying to destroy free society. They are our big problem.

The television industry will do its part in helping to settle that problem.





ROY ROGERS
"King of the Cowboys"
AND TRIGGER

"Smartest Horse in the Movies"

Radio—Sponsored by Quaker Oats 567 stations Mutual Broadcasting System
Records—RCA VICTOR
Pictures—Republic 13 Years

Commercial Tie-ups
ROHR COMPANY
Hollywood

Exclusive Management
ART RUSH, Inc.
HOLLYWOOD

Publicity Director
AL RACKIN
Hollywood

TV READY TO AID DEFENSE

by

BRIG. GENERAL DAVID SARNOFF

(Continued from Page 41)

With an incompatible color system, present set owners would not see any picture unless they installed adapters. Even if an adapter for color reception is installed, the black-and-white picture is degraded from 200,000 to 80,000 picture elements.

It would cost the public approximately \$500,000,000 to adapt the 10 million existing sets to an incompatible system. With the RCA compatible system this unnecessary tax upon the public is avoided.

RCA is a staunch advocate of color television, realizing its great advantages and potentialities, as well as its psychological effect. That is why RCA has so aggressively pursued every possible phase in all-electronic television development. It has spent millions of dollars in research and engineering in backing its faith in an all-electronic system.

Historically significant was RCA's introduction of the first all-electronic tri-color tube. Upon the face of this tube appear clear television pictures in full color and unlimited in size. It eliminates the mechanical whirling disk. Demonstrated publicly for the first time in March, 1950, this tri-color tube was heralded as an electronic miracle of the age.

Radio and television broadcasters do not enjoy the freedom of other industries. Before they broadcast on the air, they must necessarily obtain licenses from the Federal Communications Commission. Radio, in its advance, has passed through many trials and tribulations, and now television is passing through similar experiences.

Because of the uncertainties of the international situation and the great importance of having America fully prepared for any emergency, the radio and television industry, like other industries, is faced in 1951 with restrictions on normal expansion.

The Radio Corporation of America has pledged to the President of the United States its fullest cooperation in the national effort to resist aggression and to help preserve world peace. RCA is "at the ready" with all of its resources, facilities and manpower to do its part in helping the Nation to emerge from the crisis into a new era of peace and prosperity.

FUTURE OF TV IN MEXICO

by

DON EMILIO AZCARRAGA

(Continued from Page 65)

We do not know all the potentials of this great art but can only hold up our dampened finger to the wind. Time and experience will teach us. We hope to clasp hands with the peoples of this continent that speak the same language.

TELEVICENTRO, the group of buildings that will house our Television and Radio activities, and which we expect to have ready for inauguration in March or April 1951, will be a great center for the production and distribution of educational and entertainment programs in Television. The total value of our buildings and equipment will amount to three million dollars, or twenty-six million pesos. When completed, we shall have 120,000 square feet of construction.

One of the permanent obligations of all Latins Americans is to be on watch against the old chronic disease of "dictatorships." We must defend Television so that it will not fall into their hands.

This cannot happen here. Our Government, after a careful study of British and other proposed governmental monopolies, decided that Television in Mexico should be left in the hands of private enterprise. The actual truth is that 98 per cent of our government officials and politicians have never cared to interfere with the Radio, the Press and the Movies. I am sure the same good judgment will apply to Television.

The manufacturers of Television receiving sets in the United States should aid Television in Latin America, if they are interested in new and extensive markets. The pioneers of Television, the most progressive and far-sighted should begin preparations for their extension on a large scale to foreign markets. In Mexico we welcome the great contribution to television by the United States.

In Mexico we are willing and ready to accept the task of producing professional Television programs. We are unafraid because we have at hand the necessary talent, the experience and the knowledge of Radio and Motion Pictures.

I have been asked by Radio Daily how I feel about Television in Mexico and this is my answer: I do not feel like an inexperienced bride who is being married for the first time, but like a divorcée who is willing to take the plunge for the third time.



Don McNeill's
Breakfast Club

Monday through Friday
 8 to 9 A.M., CST
 Sponsored by Swift & Co.
 Philco, General Mills

Don McNeill's
TV Club

Wednesday
 8 to 9 P.M., CST
 Sponsored by Philco

**A
 B
 C**

GROWTH OF TV REVIEWED

By FRANK M. FOLSOM, President of RCA



Folsom

TELEVISION'S popularity in 1950 mounted with such expanding vigor that by year-end this new art and industry had outdistanced the progress of all of its previous years combined. As 1951 bowed in, the New York metropolitan area alone had more than 2,000,000 sets with an estimated viewing audience of 8,000,000

men, women and children.

Within two years—from January, 1949, to this January—television receiver circulation had increased twelve times. This means that across the Nation today, television brings its magic charm into 10,000,000 homes to entertain and inform an audience of approximately 40,000,000 Americans.

During 1950, the public backed its appreciation of this new broadcasting service by spending a billion and a half dollars for sets—an amount exceeding by more than 100 per cent its purchases in 1949, television's third and best postwar year. To meet these demands, television manufacturers expanded facilities wherever possible and stepped up production schedules to such an extent that in a single month more sets were made available to the public than during the entire year of 1948.

Theatre television, with giant projections of special events on screens of motion picture houses, began to spread across the country in 1950. Installations of RCA Victor's new system were made in a number of cities, including New York, Boston, Washington, Chicago and Los Angeles. This was believed to form the pioneering basis for an independent theatre television network which would supplement regular film fare with special offerings to attract the public. By year-end one large theatre chain was planning for installations in 71 theatres from Yuma, Arizona, to San Francisco.

RCA Victor's 1950 line of home television receivers led the market in popularity. Eighteen models were offered, in-

cluding three with 12½-inch picture tubes, eleven with 16-inch tubes and four with 19-inch tubes. During the year, nearly 70 per cent of the total RCA Victor production was devoted to sets with 16-inch tubes, the overwhelming choice.

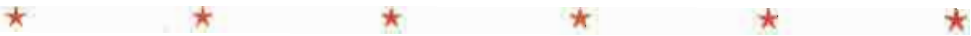
The greatly enlarged television audience spurred broadcasters to superlative efforts in extending networks and improving programs. For instance, when the present construction plans of the National Broadcasting Company are completed, NBC's investment in television will be between \$35,000,000 and \$40,000,000. Plans call for the acquisition of more top talent and the start of morning network programming as the number of sponsors increases.

NBC's commanding lead in all phases of television broadcasting is expected to increase as 1951 progresses. The plan is to provide entertainment of such quality and variety that increasing numbers of set owners will be attracted to the NBC network. At the same time, efforts will be made to provide the finest cultural and informational programs.

Among the mammoth tasks of expansion completed by NBC in 1950 was the building of a line-up of talent for programs that could be produced at the rate of a hundred a week. Other tasks included the leasing and transforming of the world-famous Center and Hudson Theaters, in New York, and conversion of three large radio broadcasting studios into suitable locales for the production of the great new television shows.

Television's success in the United States caused progressive groups in a number of countries to begin in 1950 an active participation in the new art. During the year, two television stations were opened in Havana, Cuba, one each in Mexico City and Sao Paulo, Brazil, and plans for a Canadian station were being studied. A third Cuban transmitter is expected to go on the air early in 1951. All of these stations are or will be RCA-equipped throughout.

Expansion of television outside of our borders is of tremendous significance, for it brings closer the day when there can be an exchange of programs, of ideas and culture, to improve understanding between the nations of this hemisphere.





PATSY LEE

BREAKFAST CLUB - ABC

DON McNEILL TV CLUB - ABC-TV

ET LIBRARIES BUILD PROFITS

By A. B. SAMBROOK, Manager, RCA's *THESAURUS* Sales



A. B. Sambrook

THE radio station that isn't making money from a library service today should investigate and review the highly developed facilities and advanced sales techniques now available to make a transcription service pay for itself.

For all too long, broadcasters have looked upon their library as a source of good music to

build fill-in programs for sustaining and participation periods. Sometimes, when a library supplied opening and closing themes by one of its talent groups, "more showmanship and production" could be used as a sales argument to influence local advertisers to sponsor a complete program. But, as a rule, stations felt that music alone was not enough to interest more than an occasional sponsor in paying for a complete program.

With such limitations on showmanship and sponsor appeal, phonograph records became a competing factor of increasing importance . . . and this competition has resulted in the sensational advance, during the past 18 months, toward the new era of big-name, audience building shows and money-making sales from transcription library-built shows.

What are the highly developed facilities and new sales techniques that make a library pay for itself today?

To appreciate the new era in transcription libraries, one has to understand the basic change in the thinking of the producer who now starts to plan his new talent and programming from the concept: "Will the program build audiences . . . sell sponsors . . . make money for the subscribers?"

This new concept, as created by RCA's *THESAURUS* Library, requires the new talent and program to be test-proved in listener popularity and audience-building power, to be well known to sponsors, ad agencies and to other buyers of radio programs, and to be easy-to-sell.

In producing the show, *THESAURUS* transcribes opening and closing signature themes identified with the artist, special voice tracks by the master of ceremonies or conductor as well as voice tracks that introduce the featured artists and local announcer. To sell the program, *THESAURUS* has designed new sponsor-sales tools which provide a more effective sales approach to the prospective advertiser.

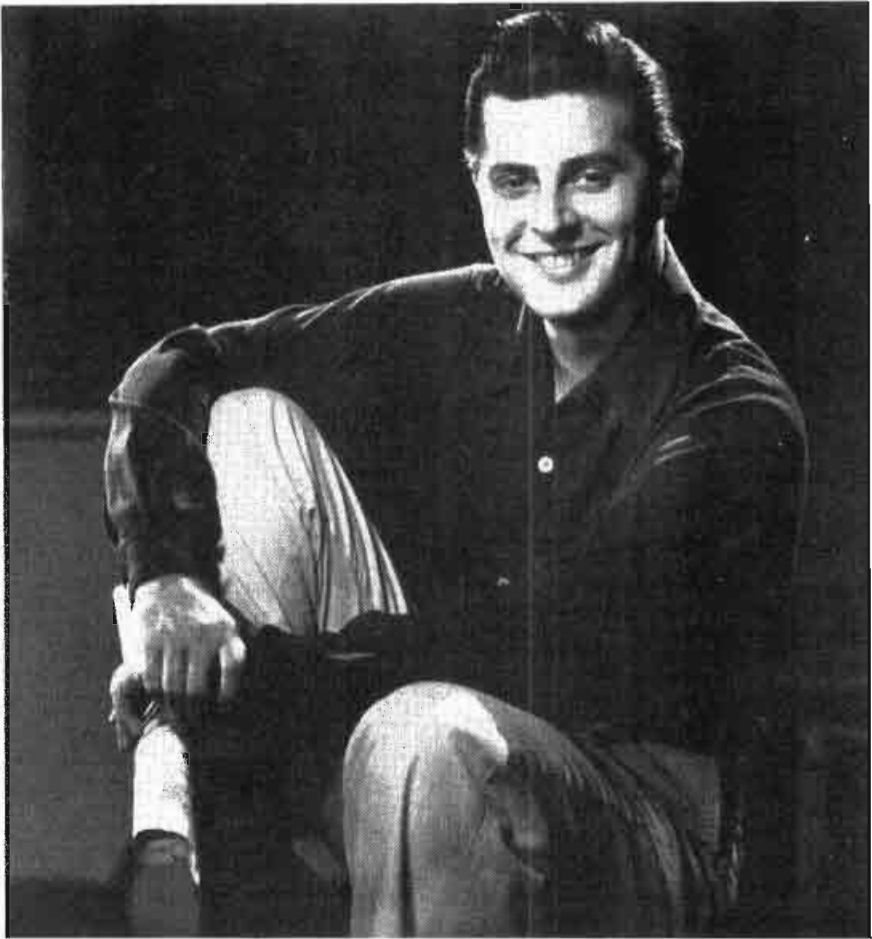
The application of this new concept by RCA's *THESAURUS* is well illustrated by its show, "THE WAYNE KING SERENADE." The Wayne King brand of entertainment has an established following in every home, and the great success story of its sponsors' sale of merchandise and services is known throughout radio advertising circles. *THESAURUS* supplies subscribers with an especially prepared sales brochure which tells the Wayne King success story to sponsors and sells the program. An especially produced sales audition disc is provided to demonstrate the program and tell the sponsor about the commercial periods for his advertising messages. The audition disc is backed with special publicity and audience-building announcements by Wayne King and featured artists to show the prospective sponsor how his program and broadcast schedule can be given a personalized promotion build-up by the stars of his show.

Commercial jingles, which have proved so successful for local sponsors, mark another development in the new era of transcription libraries. Including Time and Weather jingles, commercial jingles for many types of sponsors are now supplied in libraries, earning added income for the subscriber.

Today, broadcasters agree that a station cannot afford to be without a top-notch transcription library. The big-name, easy-to-sell, audience-building shows and money-making jingles, plus diversified all-around program-building resources, make a transcription library the greatest source of low-cost programs ever available to the radio industry.

In view of developments in the broadcasting field to date, the transcription library retains its programming leadership by paying its own way.





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 Don McNeill TV Club"

ABC-TV — Wednesday night
8:00 to 9:00 p.m., CST

"Johnny Desmond Goes to College"

ABC — Monday night
8:30 to 9:00 p.m., CST

M-G-M Recording Artist

Management
MCA

THE FUTURE OF FILM IN TV

By **BILL PARKER**, Associate Editor, Radio Annual



Bill Parker

INDICATING a tremendous growth in the use of film in television, a total of 6,500 hours of television programming were film-recorded by the four major TV networks during 1950. By percentages, over fifty per cent of the network programs of ABC and DuMont and over sixty per cent of those of NBC and CBS were being film recorded at the

time of this writing. While the experts continue to debate the quality and cost of film production versus live production, the trend continues toward recording on film virtually all network programming with the possible exception of news and sports coverage.

Major reason for the use of film in television is, of course, time clearance, which will undoubtedly become progressively worse until the FCC freeze is lifted. A few examples of the time clearance problem are illustrated by the following shows which are among the tops of their respective networks: NBC-TV's Garroway at Large, carried live to 29 markets and on film to 22; DuMont's Star-Time carried live to 11 markets and on film to 17; CBS-TV's Morton Downey show, live on 15 stations and on film over 21; and ABC-TV's Don McNeil show carried live on 18 stations and on film by 10 stations.

In addition to the transcribed and kinescoped programs mentioned above, there is also an increasing demand for programs filmed expressly for television. As the quality of filmed packages has become higher while costs have decreased, more and more advertisers the past years have requested that their advertising agencies investigate the feasibility of farming out their "live" shows to TV film producers.

The cost for filmed packages is most often the same as for live shows (as will be shown by the following figures); however, the cost can be varied from considerably less to considerably more. Costs can be made less by the saving in rehearsal time, or they can be made con-

siderably more by the desire of the producers to exploit the versatility of movie production—shooting outdoor scenes and trick shots.

General Mills spent \$13,000 per film for the "Betty Crocker Show," \$15,000 for "The Irwins," and another \$15,000 for "The Lone Ranger" (which was frequently among the top ten in the national Nielsen ratings). "Fireside Theater" was produced at a cost of \$14,500 per film for Procter & Gamble. The program was shown over the NBC network in 31 markets and rated "second" place in the national Nielsen ratings several times. "Life With Linkletter" was filmed for Giant Green Peas at a cost of \$7,500 per program; "The Gene Autry Show" at \$17,500; "Truth or Consequences" at \$15,000; "Magnavox Theater" at \$22,500; "Stars Over Hollywood" at \$10,000; "Smilin' Ed McConnell" at \$4,500; "You Bet Your Life" (with Groucho Marx) at \$6,000; and "Party Time In Club Roma" at \$3,000.

Reducing this cost to sponsors, there are many cases in which the sponsors and producers share revenues from subsequent runs of these films, although it is generally customary for the producers to retain the rights alone.

According to an analysis by the Paramount TV Film Network, comparatively few advertisers want or need national coverage. Many more want regional or local coverage. Limited advertising budgets handicap their desire to use TV because they are bound to be dissatisfied with anything less than big-time entertainment. The solution, they say, lies largely in filmed shows—in shared costs—through local sponsorship of a network show or purchase on a spot basis of a syndicated filmed program. Most stations were found to be eager to sell filmed shows to their local sponsors because they, the stations, then receive all the full rate payment for facilities instead of the percentage (usually one-third) that the networks are able to pay them.

In addition, the problem of inadequate cable facilities to serve all the networks may continue with us for some time under wartime material restrictions. Many TV stations will be forced to continue operating on a local basis, thus adding greatly to the role of film in TV.





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

LONG RANGE ET SELLING

By **ROBERT W. FRIEDHEIM**, Sales Manager, World Broadcasting System, Inc.



R. W. Friedheim

THE most significant step forward taken by program service firms during the past year, has been our development of full-scale Sales Planning Campaigns.

No longer does our industry merely supply programs and features to member stations. We now consider it our responsibility to plan long-range sales cam-

paigns for our affiliated stations, and to present these campaigns in such a way that each and every one of our member stations will thereby have a more certain way of increasing its revenue.

Thus, we are constantly working out new ideas designed to be of monetary benefit to our stations. Our thinking lies along the lines that not only is it necessary to furnish our stations with programs, features, and ideas designed to satisfy their regular advertiser-customers, but with material so appealing that they can make sales to advertisers who previously had not invested any of their dollars in the radio medium.

For example, World initiated during 1950 a series of Pre-Christmas, Pre-Easter, Pre-Father's Day, Pre-Mother's Day, and pre-similar gifts occasions campaigns. All of these were designed to make the job of the station easier and more profitable, by providing the station with material for campaigns to last three and four weeks. Such material was designed so that the station could sell an entire campaign to either a single advertiser, or to multiple advertisers.

Thus have program service firms stepped forward. We have exerted every effort to make it to the great advantage of every station in the country to invest in affiliation with a program service firm. We have progressed towards that goal by devising new material enabling easier sales, by maintaining already high standards of quality in our scripts and discs, and, most important, by working out for the stations

Sales Planning Campaigns thought out to the very last detail.

The result has quite naturally been that our industry has made many new affiliations and maintained the existing ones during the past year.

Nevertheless, adding dollars to member stations' income has not been the only function of the program service firms. In the case of smaller stations, particularly, we have helped increase the stations' prestige in their own community by affording them the opportunity to present as local originations programs featuring great stars, such as Lanny Ross, Dick Haymes, Mimi Benzell and others of similar stature.

In the case of the "Forward America" program, the industry was even able to come up with a show which has been endorsed by the Commander-in-Chief of the Veterans of Foreign Wars, and which won one of the Freedom Awards of the Freedom Foundation, due to its patriotic accomplishments!

It is hard to evaluate which of our services to stations has been of the greatest benefit to them.

Affiliated stations of program service firms have greatly increased their revenue through long-term sales of fully developed programs, such as "Steamboat Jamboree," "Forward America," and "Homemaker Harmonies."

They have also derived sizeable income from production aids, such as a specially composed baseball song, sung by a large choir, complete with sound effects, designed as the opening or closing signature for a sports broadcast.

They have also significantly increased their revenue through use of planned, long-range campaigns designed to help local advertisers sell merchandise for weeks before traditional gifts occasion, such as Easter or June weddings.

Whichever of such material has proven to be of greatest benefit to an individual station, the fact is that the station manager has come to realize that his affiliation with a program service firm is an association he cannot afford to be without.



TEN YEARS FOR THE SAME SPONSOR



Quiz Kids

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

WADE ADVERTISING AGENCY
Civic Opera Bldg., 20 N. Wacker Dr.
Chicago

NBC NETWORK

RADIO

Sunday Afternoons
3:30 P.M. (EST)

TELEVISION

Friday Nights
8:00 P.M. (EST)

CREATED AND PRODUCED BY

LOUIS G. COWAN, INC.

485 Madison Avenue, New York 22, N. Y.
8 So. Michigan Avenue, Chicago 3, Ill

Radio-Television Daily's Almanac of Holiday and Special Events

1951

January

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



A Show With A Great 25-Year Tradition!

- ★ "Incepted originally by S. L. (Roxy) Rothafel as 'Roxy's Gang'." —VARIETY
- ★ Carried to great heights by Major Edward Bowes.
- ★ Now—better than ever!

THE TED MACK FAMILY HOUR

SUNDAYS AT 6:00 P. M. on ABC-TV
SUNDAYS AT 7:30 P. M. on ABC-AM

Produced by
THE MAJOR BOWES STAFF

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 Kavel 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).





JACK McCOY

M. C.
of
"LIVE LIKE A MILLIONAIRE"



DON ROSS

writes . . .

"LIVE LIKE A MILLIONAIRE" on NBC
"LIVE LIKE A MILLIONAIRE" on CBS-TV
"BRIDE AND GROOM" on CBS-TV
"YOUR PET PARADE" on ABC-TV

(. . . helps produce 'em, too.)

Look, Ma No sustainers!



JERRY BOWNE

Director

LIVE LIKE A MILLIONAIRE—AM-NBC
Associate Producer
LIVE LIKE A MILLIONAIRE—CBS-TV
YOUR PET PARADE—ABC-TV



IVAN DITMARS

Musical Conductor
of
"Live Like A Millionaire"

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 (1889).
- 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 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 (1947).
U. S. Patent System established by Congress (1790).
National Be Kind to Animals Week falls about this date.
- 11: Charles Evans Hughes Born (1862).
- 12: Franklin Delano Roosevelt Died (1945).
Halifax Independence Resolution (N. C.).
- 13: Thomas Jefferson Born (1743).
- 14: Pan American Day.
S. S. Titanic disaster at sea proves value of wireless (1912).
- 15: Abraham Lincoln Assassinated (1865).
- 16: Charles Spencer Chaplin Born (1889).
- 17: Charter granted American Academy of Arts and Letters (1916).
- 18: San Francisco Fire (1906).
- 19: Patriots' Day. (Maine, Massachusetts).
- 20: Adolph Hitler Born (1889).
- 21: Easter Sunday (1946).
Anniversary of Battle of San Jacinto (Texas)
- 22: Arbor Day (Nebraska).
- 23: James Buchanan Born (1791).
William Shakespeare Born (1564).
St. George Day (English).
Marconi transatlantic American-Europe service opened (1910).
- 24: First Newspaper Issued in America (1704).
U. S.-Mexican War (1846).
Arbor and Bird Day (Massachusetts).
- 25: War Declared with Spain (1898).
St. Mark's Day.
Guglielmo Marconi Born (1874).
- 26: Confederate Memorial Day (Florida, Georgia, Mississippi).
Slavery Abolished in U. S. (1865).
First Shot of War with Germany (1917).
John James Audubon Born (1785).
- 27: General U. S. Grant Born (1822).
CBS takes leadership in urging plans for post-war television in the higher frequencies (1944).
- 28: James Monroe Born (1758).
Maryland Admitted (1788).
- 29: Sir Thomas Beecham Born (1879).
- 30: Boys and Girls Week always includes May 1.
Louisiana Purchased (1803).
Washington Became First President (1789).
Rhode Island Settled (1636).
Benito Mussolini Executed (1945).

May

- 1: May Day.
Child Health Day
Labor Day (Canal Zone).
Dewey's Victor in Manila (1898).
- 2: Stonewall Jackson Fatally Wounded (1863).
National Music Week.
FCC authorized full commercial television (1941).
- 3: Shenandoah Valley Apple Blossom Festival.
- 4: Rhode Island Independence Day.
- 5: Napoleon's Death (1821).
Cinco de Mayo Celebrations (Mexico).
Arbor Day.
- 6: Corregidor Surrender (1942).
Admiral Robert E. Peary Born (1856).
- 7: Germany Surrendered to United States, England and Russia (1945).
Lusitania Torpedoed (1915).
Johannes Brahms Born (1833).



GEORGE PUTNAM

AMERICA'S FIRST RADIO NEWSREEL AND TELEVISION
COMMENTATOR

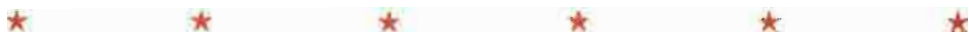
Manager:
GERRY CROSS
420 Madison Ave.
PLaza 9-7490

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: Lindberg's Flight to Paris (1927).
- 22: National Maritime Day.
- 23: South Carolina Admitted (1788).
- 24: First Telegraph Message Sent (1844).
- 25: Ralph Waldo Emerson Born (1803).
- 27: Golden Gate Bridge, San Francisco opened (1937).
- 29: Wisconsin Admitted (1848).
Rhode Island Admitted (1790).
Patrick Henry Born (1736).
- 30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).
- 31: Walt Whitman Born (1819).
The Johnstown (Pa. flood (1889).
Battle of Jutland (1916).
- 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, 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 lighting by use of a kite (1752).
Arkansas, 25th state admitted to the Union (1836).
Oregon boundary treaty signed at Washington by Great Britain and U. S. (1846).
- 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



PIANO PLAYHOUSE

A Maggy Fisher Production

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

all this and the one and only

MILTON CROSS

with Cy Walter and Stan Freeman at the duo keyboards

MGM PIANO PLAYHOUSE ALBUMS

now being released

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

LOW CO-OP COST

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

American Broadcasting Company

CO-OPERATIVE PROGRAM DEPT. · 7 WEST 66th STREET · NEW YORK

Represented by The William Morris Agency

Holidays and Special Events Almanac

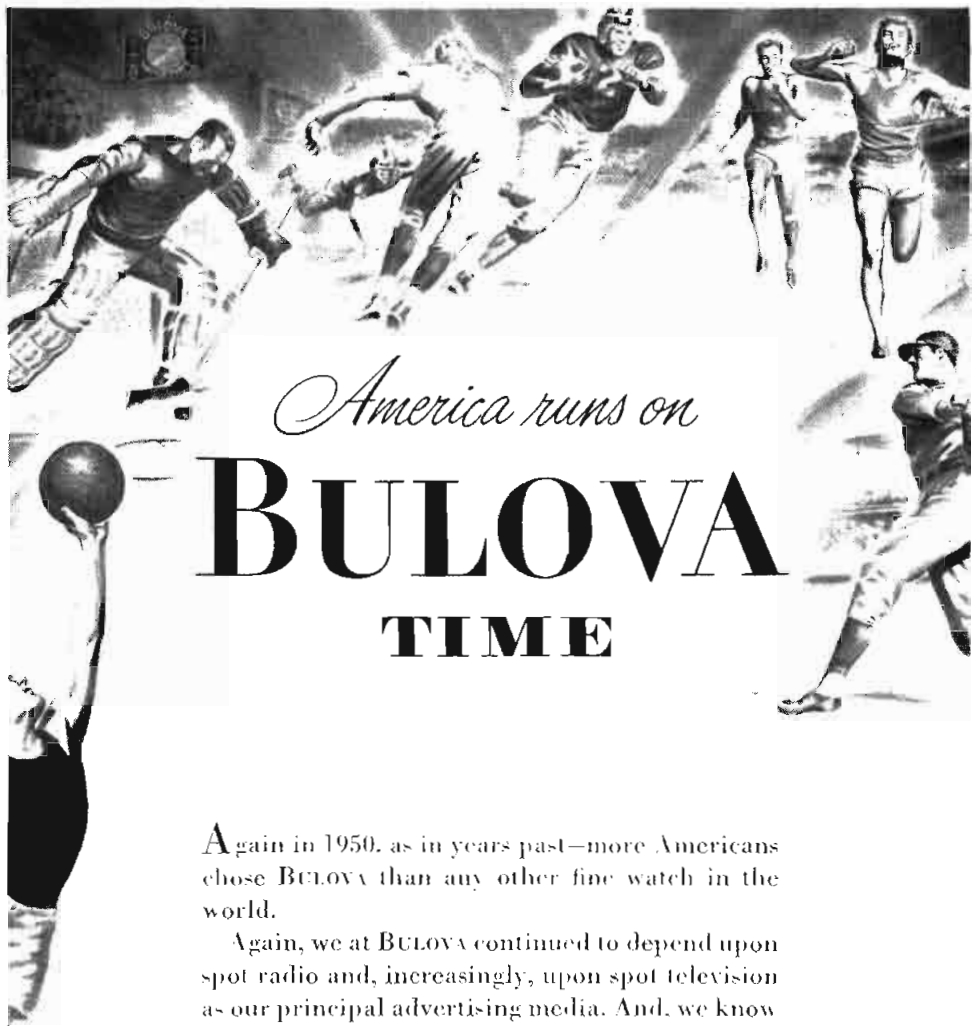
- 25: Virginia Admitted (1788).
Battle of Big Horn, Montana (1876) "Custer's last stand," his defeat by the Sioux Indians.
- 26: Virginia ratified the U. S. Constitution (1788).
First American Troops Land in France (1917).
- 27: Helen Keller Born (1880).
- 28: Archduke Franz Ferdinand Assassinated in Sarajevo (1914).
U. S. purchased rights and franchises of France in the Panama Canal (1902).
Treaty of Versailles ending World War I signed (1919).
- 29: George Washington Goethals Born (1858).
St. Peter's Day.
- 30: St. Paul's Day.
Congress granted Yosemite Valley and Mariposa Big Tree Grove to Calif. for a public park (1864). The valley was discovered in 1851.
Fourth Atomic Bomb dropped (experimental overwater) Bikini (1946).



July

- 1: Battle of San Juan Hill.
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).
Berthold's Statue of Liberty presented to U. S. in Paris (1833).
American pilots first participated in air raids over Germany (1942).
- 5: Admiral David G. Farragut Born (1801).
- 6: Republican Party Founded (1854).
John Paul Jones Born (1747).
Columbia University Opened (1754).
- 7: U. S. annexed Hawaii (1898).
- 8: John D. Rockefeller Born (1839).
Liberty Bell Cracked Tolling Death of John Marshall (1835).
- 9: Elias Howe Born (1819).
- 10: Wyoming Admitted (1890).
James McNeill Whistler Born (1834).
- 11: John Quincy Adams Born (1767).
Federal Communications Commission is organized to succeed Federal Radio Comm. and also to regulate wire telephony and telegraphy (1934).
- 12: Orangeman's Day.
- 13: Forrest's Day (Tennessee).
- 14: Stars and Stripes Adopted (1777).
Bastille Day—First Celebrated in U. S. (1914).
Admiral Perry Opened First Negotiations for Trade With Japan (1853).
- 15: St. Swithin's Day.
- 16: Mary Baker Eddy Born (1881).
First Atomic Bomb exploded (experimental) New Mexico (1945).
- 17: Munoz Rivera's Birthday (Puerto Rico).
- 18: William Makepeace Thackeray Born (1811).
- 19: Franco-Prussian War Began (1870).
- 20: Guglielmo Marconi Died (1937).
- 21: Spanish Armada Defeated by England (1588).
Society of Jesuits Abolished by Pope Clement XIV (1773).
First Battle of Bull Run (1861).
CBS begins tv broadcasting from station W2XAB (1931).
- 24: Simon Bolivar Born (1783).
Pioneer Day (Utah).
Mormon Pioneer Day (Idaho).
- 25: Occupation Day (Puerto Rico).
Fifth Atomic Bomb exploded (experimental underwater) Bikini (1946).
- 26: George Bernard Shaw Born (1856).
Sergei Koussevitzky Born (1874).
New York ratified the U. S. Constitution (1788).
- 27: First Successful Atlantic Cable (1866).
Barbosa's Birthday, in the Canal Zone.
- 28: Austria Declared War on Siberia (1914).
Volunteers of America Founder's Day.
- 29: Booth Tarkington Born (1869).
Benito Mussolini Born (1883).
- 30: Henry Ford Born (1863).
First Representative Assembly in America Convened (1607).
First patent for wireless telegraphy granted in U. S. (1872).
Experimental television transmitter W2XBS opened by NBC in N. Y. (1930).
- 31: Feast of St. Ignatius De Loyola.





America runs on
BULOVA
TIME

Again in 1950, as in years past—more Americans chose BULOVA than any other fine watch in the world.

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

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

BULOVA WATCH COMPANY, INC.

FIFTH AVENUE



NEW YORK

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 (1942).
- 4: Feast of St. Dominic.
- 5: Battle of Mobile Bay (1864) with Admiral Farragut in command.
Second Atomic Bomb dropped (1945) Hiroshima.
- 6: Feast of the Transfiguration.
Westinghouse discloses Stratovision plan (1945).
- 7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U. S. and Canada.
Creation of War Department (1789).
Society of Jesuits Restored by Pope Pius VII (1814).
- 8: Charles A. Dana Born (1819).
Third Atomic Bomb dropped (1945) Nagasaki.
- 9: First Train Drawn in U. S. by Steam Locomotive (1831).
Izaak Walton Born (1593).
- 10: Herbert Clark Hoover Born (1874).
Russia Declared War Against Japan (1945).
- 11: The "Clermont" Fulton's steamboat made a successful run up the Hudson River (1807).
- 14: V-J Day.
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 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



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 50 TV stations televising Benrus sight-sound spots to select audiences in key metropolitan areas.

BENRUS

*official watch of famous airlines**

Benrus, Inc., N.Y.

Holidays and Special Events Almanac

- with basic network of 16 stations. Major J. Andrew White is president (1927).
- 19: Washington issued his farewell address to people of U. S. (1796).
 - 21: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).
 - 22: Lincoln issued the preliminary proclamation freeing the slaves (1862).
Nathan Hale Executed (1776).
First Day of Autumn.
 - 23: Naval battle between "Bonhomme Richard" commanded by John Paul Jones and British frigate "Serapis" in North Sea (1779).
 - 24: John Marshall Born (1775).
 - 25: Balboa discovered the Pacific (1513).
Bill of Rights (1789).
 - 26: George Gershwin Born (1898).
Battle of the Meuse-Argonne (Sept. 26-Nov. 11, 1918).
Rosh Hashonah.
 - 27: American Indian Day (4th Friday).
 - 28: George Eugene Benjamin Clemenceau Born (1841).
 - 29: Michaelmas Day.
 - 30: Mutual Broadcasting System starts as co-operative four-station hookup (WOR, WGN, WLW, and WXYZ), carrying first commercial program (1934).



October

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

- YMCA Founder's Day—Sir George Williams Born (1821).
- 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 sets aside bands in ultra-high frequencies for television aural or apex broadcasting and relay broadcasting, above 30,000 kc. (1937).
- 19: Surrender of Cornwallis (1781).
Volstead Act (Prohibition) Passed (1919).
John Adams Born (1735).
- 22: The Metropolitan Opera House opened with presentation of Gounod's Faust (1883).
- 23: Sarah Bernhardt Born (1845).
- 24: Transcontinental telegraph line completed (1861).
Pennsylvania Day.
United Nations Day
William Penn Born (1644).
- 26: Erie Canal opened to traffic (1825).
Better Parenthood Week, observed last week in Oct.
- 27: Navy Day.
Theodore Roosevelt Born (1858).
- 28: Dedication of Statue of Liberty (1866).
- 31: Hallowe'en.
Admission Day, Nevada (1864).



November

- 1: All Saints' Day (Louisiana).
Liberty Day (St. Croix, Virgin Islands Only).
National Broadcasting Co. is organized with WEAF and WJZ in N. Y. as key stations, and Merlin Hall Aylesworth as president (1926).
- 2: General Election Day.
North Dakota Admitted (1889).
South Dakota Admitted (1889).
James K. Polk Born (1795).
Warren G. Harding Born (1865).
- 3: Panama declared its independence of Colombia (1903).
- 4: John Philip Sousa Born (1854).
- 5: Guy Fawkes Day (English).
U. S. General Election Day.
- 6: 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).





ETHEL THORSEN

... photographed by James J. Kriegsmann, photographer to the stars

Holidays and Special Events Almanac

- 8: N. Y. Symphony Orchestras gave its first concert under Leopold Damrosch (1858).
Montana Admitted (1889).
- 9: Great Fire in Boston (1872).
American Education Week.
- 10: Martin Luther Born (1483).
U. S. Marine Corps was created by the Continental Congress (1775).
- 11: Armistice Day, World War I.
Washington Admitted (1889).
- 13: Robert Louis Stevenson Born (1850).
Edwin Booth Born (1833).
- 14: Robert Fulton Born (1765).
Book Week.
- 15: Pikes Peak discovered (1806).
- 16: Oklahoma Admitted (1907).
- 17: Sixth Congress Met for First Time in Washington (1801).
Suez Canal Opened (1869).
- 18: Standard Time went into effect in the U. S. (1883).
Dr. V. K. Zworykin demonstrates his kinescope or cathode ray television receiver before a meeting of the IRE at Rochester, N. Y. (1929).
- 19: Lincoln's address at dedication of National Cemetery on the battlefield at Gettysburg (1863).
- 19: James A. Garfield Born (1831).
- 21: North Carolina Admitted (1789).
Edison Announced Invention of Phonograph (1877).
- 23: Franklin Pierce Born (1804).
- 24: Zachary Taylor Born (1784).
- 28: Thanksgiving Day (4th Thursday).
- 29: Admiral Byrd Discovered South Pole (1929).
- 30: Samuel L. Clemens (Mark Twain) Born (1835).
Russia Invaded Finland (1939).
Winston Churchill Born (1874).
- 11: Alfred Nobel Born (1833).
Indiana Admitted (1816).
- 12: First Marconi Wireless Across Atlantic 1901.
Pennsylvania Admitted (1787).
Washington, D. C. became the permanent home of the U. S. Govt. (1800).
- 13: Council of Trent (1545).
- 14: Alabama Admitted (1819).
George Washington Died at Mt. Vernon (1799).
- 15: Bill of Rights Day.
Dr. E. F. W. Alexanderson demonstrates his multiple lightbrush television system and projector at St. Louis (1926).
- 16: Boston Tea Party.
Ludwig von Beethoven Born (1770).
- 17: John Greenleaf Whittier Born (1807).
Aviation Day.
First Mechanical Airplane Flight by Wright Brothers (1903).
- 18: New Jersey Admitted (1787).
First Sunday Paper Published (1796).
- 19: Tyrus (Ty) Cobb Born (1886).
Washington went into winter quarters at Valley Forge (1776).
- 20: First Electric Lights on Broadway (1880).
- 21: Pilgrims Landed at Plymouth Rock (1620).
First day of winter.
- 23: George Washington Resigned Army Commission (1783).
NBC establishes a permanent coast-to-coast network (1928).
- 24: "Aida" first performed in Cairo, Egypt (1871) composed for celebration of opening of Suez Canal.
Reginald Fessenden transmits human voice by wireless (1906).
- 25: Washington crossed the Delaware to attack Trenton (1776).
Christmas Day.
- 26: Battle of Trenton (1776).
Record snow fall in New York, exceeding in depth, blizzard of 1888 (1947).
- 27: Louis Pasteur Born (1822).
- 28: Iowa Admitted (1848).
Woodrow Wilson Born (1856).
Irish Free State Became State of Eire (Ireland).
- 29: Texas Admitted (1845).
Andrew Johnson Born (1808).
First American YMCA established in Boston (1851).
MBS, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of Calif. and other stations (1936).
- 30: Rudyard Kipling Born (1865).
The Gadsden purchase and new boundary treaty ratified by Mexico and the U. S. (1853).
- 31: New Year's Eve.



December

- 2: Promulgation of the Monroe Doctrine (1823).
- 3: Illinois Admitted (1818).
Gilbert Stuart Born (1755).
- 5: Martin Van Buren Born (1782).
Walt Disney Born (1901).
- 7: Pearl Harbor Attacked (1941).
Roosevelt, Churchill, Stalin Confer at Teheran (1943).
Delaware Day.
Daily facsimile broadcasting inaugurated by KSD, St. Louis (1938).
- 8: Eli Whitney Born (1765).
U. S. Declared War on Japan (1941).
- 9: Germany-Italy Declare War on U. S. (1941).
- 10: U. S. Declared War on Germany-Italy (1941).
Peace Treaty Signed With Spain (1899).
Mississippi Admitted (1817).
Human Rights Day.

BMI

offers

**THESE PROGRAM
AIDS TO THE
BROADCASTER**

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

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

When it's BMI it's Yours!

CONTINUITY SCRIPTS

Music programs that sell... ready for immediate use... smooth, well-written continuity for a variety of purposes.

ACCORDING TO THE RECORD (Five-minutes, daily)
SPOTLIGHT ON A STAR (Five-mins., five times weekly)
INSIDE STORY (15-minutes, three times weekly)
SPECIAL EVENTS (half-hour, on periodic natl. events)

COPYRIGHT RESEARCH

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

BMI PIN UP SHEETS

Convenient and timely reference to the current song leaders... pop hits, folk favorites, rhythm and blues winners... issued monthly.

NEWSLETTER

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

BMI MUSIC MEMO

Monthly informational bulletin... the radio man's guide to BMI music... contains Recordata and Pin Up Pattern.

DISC DATA

Valuable reference of vital statistics on the nation's popular recording artists.

PROGRAM DIRECTORS' CLINIC

Practical application of music in programming... with instruction in building and maintaining an efficient music library.

RECORD REPORT

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

HOLIDAY MUSIC

Suggestions of appropriate music for seasonal holiday occasions.

MUSIC DISTRIBUTION

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

BRIDGES, MOODS, INTERLUDES

Classified and cross-indexed reference book of tunes to fit background requirements... supplementary material furnished regularly.

PERFORMINDEX

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

CATEGORICAL INDEX

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

BMI

ALWAYS
at your
SERVICE

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

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

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

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

BROADCAST MUSIC, INC.

580 FIFTH AVENUE • NEW YORK 19, N. Y.

New York • Chicago
Hollywood • Toronto
Montreal

Radio and Television TELEPHONE NUMBERS in NEW YORK



AM Radio Stations

WBXN		MEIrose	5-0333
WCBS		PLaza	5-2000
WEVD		PLaza	7-0880
WFAS		White Plains	9-6400
WCBB		Freeport	9-1400
WHLI		Olympia	8-1100
WHOM		Circle	6-3900
WINS		BRyant	9-6000
WJZ		TRafalgar	3-7000
WKBS		OYster Bay	6-2500
WLIB		OREgon	9-2720
WMCA		Circle	6-2200
WMGM		MURray Hill	8-1000
WNBC		Circle	7-8300
WNEW		PLaza	3-3300
WNYC		WOrth	2-5600
WOR		LONgacre	4-8000
WOV		Circle	5-7979
WQXR		LACKawanna	4-1100
WWRL		NEWton	9-3300

FM Radio Stations

WABF-FM		Templeton	8-5400
WCBS-FM		PLaza	5-2000
WFAS-FM		White Plains	9-6400
WGHF		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
WQXR-FM		LACKawanna	4-1100

TV Stations

WABD		MURray Hill	8-2600
WATV		BAIRclay	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
Liberty Broadcasting System		MURray Hill	8-5580

Station Representatives

ABC Spot Sales		TRafalgar	3-7000
Avery-Knodel, Inc.		JUDson	6-5536
John Blair & Co.		MURray Hill	9-6084
Blair-TV, Inc.		MURray Hill	6-6263
Guy Bolam		ALgonquin	4-7881
The Bolling Co., Inc.		PLaza	9-8150
The Branham Co.		MURray Hill	6-1860
Burn-Smith Co., Inc.		MURray Hill	2-3124
Thomas F. Clark Co., Inc.		MURray Hill	4-6317
Clark-Wandless Co.		OREgon	9-1575
Continental Radio Sales		LEXington	2-2450
Donald Cooke, Inc.		MURray Hill	2-7270
Everett-McKinney, Inc.		PLaza	9-3747
Free & Peters, Inc.		PLaza	9-6022
The Friedenbergl Agency, Inc.		PLaza	7-7655
Melchor Guzman Co., Inc.		Circle	7-0624

H-R Representatives, Inc.		MURray Hill	3-9324
Headley-Reed Co.		MURray Hill	3-5467
George P. Hallingbery Co.		BRyant	9-3960
The Katz Agency, Inc.		PLaza	9-4460
Joseph Hershey McGillvra, Inc.		MURray Hill	2-8755
Robert Meeker Associates, Inc.		MURray Hill	2-2170
National Bcstg. Co. (Spot-Local Sales)		Circle	7-8300
Pan American Bcstg. Co.		MURray Hill	2-0810
John E. Pearson Co.		PLaza	8-2255
John H. Perry Associates		MURray Hill	4-1647
Edward Petry & Co., Inc.		MURray Hill	8-0200
Ro-Tel Representatives, Inc.		MURray Hill	4-2549
Radio Sales (Div. of CBS)		PLaza	5-2000
William G. Rambau Co.		MURray Hill	6-5940
Paul H. Raymer Co., Inc.		PLaza	9-5570
Taylor-Boroff & Co., Inc.		MURray Hill	8-1088
Transit Radio, Inc.		MURray Hill	9-7463
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
Bodger & Browning & Hersey		Circle	7-3719
Ted Bates, Inc.		JUDson	6-0600
Batten, Barton, Durstine & Osborn		ELdorado	5-5800
Benton & Bowles, Inc.		MURray Hill	8-1100
Birmingham, Castleman & Pierce		LEXington	2-7550
The Blov Co., Inc.		PLaza	9-1717
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.		MURray Hill	8-1234
Compton Advertising, Inc.		Circle	6-2800
Cunningham & Walsh, Inc.		MURray Hill	3-4900
Dancer-Fitzgerald & Sample, Inc.		OREgon	9-0600
D'Arcy Advertising Co.		PLaza	8-2600
Doherty, Clifford & Shenfield, Inc.		BRyant	9-0445
Donahue & Co., Inc.		COLUMbus	5-4252
Dorrance-Waddell		PLaza	9-5120
Roy S. Durstine, Inc.		Circle	6-1400
Erwin, Wasey & Co., Inc.		LEXington	2-8700
William Esty & Co.		MURray Hill	5-1900
Federal Advertising Agency, Inc.		MURray Hill	8-4200
Foote, Cone & Belding		MURray Hill	8-5000
Fuller & Smith & Ross, Inc.		MURray Hill	6-5600
Gardner Advertising Co.		COLUMbus	5-2000
Geyer, Newell, & Ganger, Inc.		PLaza	5-5400
Grey Adv. Agency, Inc.		CHickering	4-3900
Hirshon-Garfield, Inc.		MURray Hill	8-8900
Robert Holley & Co., Inc.		MURray Hill	2-8408
Charles W. Hoyt Co., Inc.		MURray Hill	2-2000
Duane Jones Co., Inc.		PLaza	3-4848
Kastor, Farrell, Chesley & Clifford, Inc.		OREgon	9-4440
The Joseph Kalz Co.		MURray Hill	8-1223
Kayton-Spiro Co., Inc.		LONgacre	5-5090
Kenyon & Eckhardt, Inc.		MURray Hill	8-5700
Abbot Kimball Co., Inc.		PLaza	3-9600
Kudner Agency, Inc.		Circle	6-3200
C. J. LaRoche & Co., Inc.		PLaza	5-7711
Al Paul Letton 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.		PLaza	9-7676
McConn-Erickson, Inc.		JUDson	6-3400
C. L. Miller Co.		MURray Hill	2-1010
Emil Mogul Co., Inc.		COLUMbus	5-2482
Morey, Humm & Johnstone, Inc.		BRyant	9-5950
Morse International, Inc.		OREgon	9-4600
Peck Adv. Agency, Inc.		PLaza	3-0900
Pedlar & Ryan, Inc.		PLaza	5-1500
Progressive Radio Adv. Co.		MEIrose	5-5522

Redfield-Johnstone, Inc.	Murray Hill	8-1275
Fletcher D Richards, Inc.	Judson	6-5400
Arthur Rasenberg Co., Inc.	CHickering	4-4420
Ruthrauff & Ryan, Inc.	Murray Hill	6-6400
Sherman & Marquette, Inc.	Plaza	7-6400
Street & Finney, Inc.	Watkins	4-8510
Sullivan, Stauffer, Colwell & Bayles	ORegon	9-2500
J. D. Tarcher & Co., Inc.	Circle	6-2626
J. Walter Thompson Co.	Murray Hill	3-2000
J. Franklyn Viola	CHickering	4-3254
Warwick & Legler, Inc.	Murray Hill	6-8585
William H. Weintraub & Co., Inc.	Murray Hill	8-3901
Weiss & Geller, Inc.	Plaza	3-4070
Ward Wheelock Co.	Plaza	3-7120
Young & Rubicam, Inc.	Murray Hill	9-5000

Publications

Advertising Age	Murray Hill	8-0073
Advertising & Selling	Murray Hill	5-9770
Billboard, The	Plaza	7-2800
Broadcasting	Plaza	5-8354
Editor & Publisher	BRyant	9-3052
Film Daily	BRyant	9-7117
Printers' Ink	Murray Hill	3-6500

RADIO-TELEVISION DAILY Wisconsin 7-6336

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

News Associations

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

Talent Agencies

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

Organizations, Unions and Government Agencies

Actors' Equity	Plaza	7-7660
Advertising Federation of America	BRyant	9-0430
AAAA	LEXington	2-7980
American Communications Assn.	Cortland	7-1374
American Federation of Musicians	Plaza	8-0600
AFRA	Vanderbilt	6-1810
ASCAP	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.

Advonce 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	LOrraine	8-3100
American Institute Food Products	Murray Hill	8-4900
Apex Recording Studios, Inc.	Plaza	7-7067
Arts Recording Studios	Plaza	8-0407
Associated Program Service	Plaza	7-7710
Associated Radio & TV Productions	LONGacre	3-7290
Audio-Video Recording Co.	Plaza	9-0780
Jack Barry Productions, Inc.	ORegon	9-3118
Basch Radio & TV Productions	Murray Hill	2-8877
V. S. Becker Advtg. Service	LUXemburg	2-1040
Ford Bond Radio Productions, Inc.	Circle	7-2236
Ruth & Gilbert Braun	SChuyler	4-8896
Byron Productions Co.	Circle	6-2677
The Bruce Chopman Co.	Wisconsin	7-9244
Cineffects, Inc.	Circle	6-0951
Cinemart, Inc.	Murray Hill	4-1562
Coastal Recording Co.	Circle	6-3900
Columbia Transcriptions	Circle	5-7300
Louis G. Cowan, Inc.	Plaza	9-3700
Frederic Damrau, M.D.	Plaza	5-3638
Gordon M. Day Productions	ORegon	9-3595
Decca Records, Inc.	Columbus	5-2300
Roy DeGoat, Consultants, Inc.	Murray Hill	7-9135
Empire Broadcasting Co.	Plaza	9-4500
Mildred Fenton Productions	Plaza	9-8266
Fisher Productions	PENnsylvania	6-9557
Edward H. Fard	LUXemburg	2-5188
Allen A. Funt Radio Productions	JUDson	6-5227
Gale, Inc.	Plaza	7-7100
General Artists Corp.	Circle	7-7543
John E. Gibbs & Co.	Columbus	5-7504
Harry S. Goodman Radio Productions	Plaza	5-6131
Laurence Hammond Productions, Inc.	Plaza	9-2210
Arthur Henley Productions	ILInois	9-6729
Hudes & Lind	Plaza	7-8321
Hummert Radio Features	Murray Hill	9-5900
International 16mm Corp.	Plaza	7-2265
Roger Kay Enterprises	Murray Hill	8-2164
Keystone Broadcasting System, Inc.	Plaza	7-1460
Lang-Worth Feature Programs, Inc.	JUDson	6-5700
Bob Loewi Productions, Inc.	Plaza	5-0958
Phillips H. Lord, Inc.	Plaza	5-2211
Charles Michelson, Inc.	Plaza	7-0695
Motion 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
Press Associations, Inc.	Plaza	7-1111
Procter Productions, Inc.	JUDson	6-4830
Radio Artists Corp.	Murray Hill	8-0940
Radio Events, Inc.	Murray Hill	7-1668
Radio Features of America	BRyant	9-4731
Radio-Video Associates	Plaza	5-5783
Reemack Enterprises, Inc.	Murray Hill	7-7979
Reeves Sound Studios, Inc.	ORegon	9-3550
Roberts Radio, TV Stage & Screen Studios	JUDson	6-0025
Rockhill Radio	Plaza	9-7979
Bernard L. Schubert, Inc.	Murray Hill	8-0944
SESAC, Inc.	Murray Hill	5-5365
K. R. Smith	JUDson	2-3791
Henry Souvaine, Inc.	Circle	7-5666
Richard Stark & Co.	Circle	6-7337
Irvin Poul Sulds, Inc.	Templeton	8-7025
Television Screen Productions, Inc.	Plaza	5-0808
Torchlight Productions, Inc.	LONGacre	5-8842
Towers of London, Ltd.	LUXemburg	2-5131
Transcribed Radio Shows	LUXemburg	2-3530
Transfilm, Inc.	LUXemburg	2-1400
United Press Associations	Murray Hill	2-0400
Thomas J. Valentino, Inc.	Circle	6-4675
Chick Vincent Co.	ELdorado	5-0734
Von Baumann Studio	RHInelander	4-5508
Roger White Productions	Plaza	5-3560
Wolf Associates, Inc.	Plaza	5-7620
Wolff-Feldman Enterprises, Inc.	LACKawanna	4-3450
World Broadcasting System, Inc.	Murray Hill	8-4700
World Video, Inc.	Plaza	9-3870
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
WBBM	WHitehall	4-6000
WCFL	MOhawk	4-2400
WCRW	EAstgate	7-6860
WEDC	CRowford	1-4108
WENR	ANdover	3-7800
WGES	SAcramento	2-1700
WGN	SUperior	7-0100
WHFC	Blishop	2-1556
WIND	WHitehall	4-2170
WJJD	STote	2-5466
WLS	MONroe	6-9700
WMAQ	SUperior	7-8300
WMBI	Mlchigon	2-1570
WNMP	SHeldrake	3-1590
WSBC	MONroe	6-9060

FM Radio Stations

WEAW	AMBossador	2-1128
WEFM	STote	2-1357
WEMS	FINancial	6-2551
WMOR	ANdover	3-6050
WOAK	SAcramento	2-6272
WXRT	MONroe	6-9060

Television Stations

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

National Networks

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

Station Representatives

Avery-Knodel, Inc.	ANdover	3-4710
John Blair & Co.	SUperior	7-8659
The Balling Co.	DEarborn	2-5277
The Bronhom Co.	CEntrol	6-5726
Burn-Smith Co.	CEntrol	6-4437
Copper Publications	CEntrol	6-5977
CBS Radio Sales	WHitehall	4-6000
Thomas F. Clark Co.	CEntrol	6-1112
Crasley Broadcasting Corp.	STote	2-0366
Everett-McKinney	SUperior	7-9866
Forjae & Co.	ANdover	3-5364
Free & Peters, Inc.	FRanklin	2-6373
Headley-Reed Co.	FRanklin	2-4686
George P. Hollingsbery	ANdover	3-2636
Hal Holman Co.	FRanklin	2-0016
H-R Representatives	RAndolph	6-0113
The Kotz Agency	CEntrol	6-4006
Joseph Hershey McGillvra	STote	2-5282
J. P. McKinney & Son.	SUperior	7-9866
Robert Meeker Associates, Inc.	CEntrol	6-1742
National Broadcasting Co.	SUperior	7-8300
John E. Pearson Co.	FRanklin	2-2359
John H. Perry Associates	HAarrison	7-8085
Edward Petry & Co.	WHitehall	4-0011
Radio Sales	WHitehall	4-6000
Radio Advertising Co.	CEntrol	6-1742
William C. Rambeau Co.	ANdover	3-5566
Ro-Tell Representatives	FRanklin	2-3719

Paul H. Raymer Co.	SUperior	7-4473
The Taylor Co.	STote	2-5260
Transit Radio, Inc.	FINancial	6-4281
Sears & Ayer, Inc.	SUperior	7-8177
The Walker Co.	ANdover	3-5771
Wood & Co.	RAndolph	6-7730
Adam J. Young, Jr.	ANdover	3-5448

Advertising Agencies

Aubrey, Moore & Wallace, Inc.	FINancial	6-1600
N. W. Ayer & Son, Inc.	RAndolph	6-3456
A. N. Baker Adv. Agency, Inc.	FRanklin	2-8895
BBDGO	SUperior	7-9200
Beaumont & Hohman	CEntrol	6-4230
Gordon, Best, Co., Inc.	STote	2-5060
Hill Blackett & Co.	STote	2-0950
Bozell & Jacobs, Inc.	CEntrol	6-6503
Richard Bradley Associates	WHitehall	4-5543
Buchanan & Co., Inc.	DElawore	7-5522
Leo Burnett Co., Inc.	CEntrol	6-5959
Burnett-Kuhn Advertising Co.	SUperior	7-3800
Campbell-Ewald Co.	CEntrol	6-1946
Campbell-Mithun Inc.	DElawore	7-7553
Doner-Fitzgerald-Sample	FINancial	6-4700
W. B. Doner & Co.	DEarborn	2-4674
Dorcimus & 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 & Morgan	SUperior	7-6747
Grant Advertising, Inc.	SUperior	7-6500
Henri, Hurst & McDonald, Inc.	FRanklin	2-9180
H. W. Kostar & Sons Advertising Co.	CEntrol	6-5331
LeVolley, Inc.	STote	2-1202
W. E. Long Co.	RAndolph	6-4606
MacFarland, Aveyard & Co.	RAndolph	6-9360
Malcolm-Howard	RAndolph	6-7942
Maxon, Inc.	WHitehall	4-1676
McCann-Erickson	Webster	9-3701
Arthur Meyerhoff & Co.	DElawore	7-7860
C. L. Miller Co.	CEntrol	6-1640
Mitchell-Faust Advertising Co.	STote	2-6610
Needham, Louis Brorby, Inc.	STote	2-5151
Olson Advertising Co.	STote	2-3381
O'Neill, Larson & McMahon	ANdover	3-4470
Presbo, Fellers & Presbo	CEntrol	6-7683
L. W. Ramsey Co.	FRanklin	2-8155
Roche, Williams & Cleary	RAndolph	6-9760
Ruthroff & Ryan, Inc.	FINancial	6-1833
Schwimmer & Scott	DEarborn	2-1815
Russell M. Seeds Co.	DElawore	7-1045
Shorman & Marquette, Inc.	DElawore	7-8000
Tatham-Laird, Inc.	RAndolph	6-2171
J. Walter Thompson Co.	SUperior	7-0303
Wade Advertising Agency	STote	2-7369
Weiss and Geller	DElawore	7-1124
Weston-Barnett, Inc.	WHitehall	4-7725
Young & Rubicam	FINancial	6-0750

Radio-TV Program and Transcription Cos.

Air Shows, Inc.	SUperior	7-0506
Richard Bradley Associates	WHitehall	4-5543
Dirk Courtenay & Associates	INdependence	3-0225
Louis C. Cowan & Co.	RAndolph	6-2022
Chortac-Coleman Productions	RAndolph	6-6150
Chicago Recording Co.	CEntrol	6-5275
Columbia Records Corp.	WHitehall	4-6000
Decco Records, Inc.	DElawore	7-8800
Featore Productions	STote	2-8999
Green Associates	CEntrol	6-5593
Wendell Hall Music Maker Prod.	GRoceland	2-6418

Radio and Television TELEPHONE NUMBERS CHICAGO WASHINGTON



Hollywood Recorded Features, Inc.	LONGbeach	1-6730
William Morris Agency	STate	2-3632
Jewell Radio Productions	FINancial	6-4474
Beulah Karney, Inc.	STate	2-5060
Herbert S. Laufman	WEbster	9-2302
Les Lear Productions Corp.	ANdover	3-7233
Art Linick Enterprises	SUperior	7-3311
Monogram Radio Programs, Inc.	ANdover	3-7169
Morton Radio Productions, Inc.	CEntral	6-4144
Music Corp. of America	DElaware	7-1100
NBC Radio Recording Division	SUperior	7-8300
Radio Features, Inc.	FRanklin	2-4392
RCA Manufacturing Co.	WHitehall	4-4600
Standard Radio Trans. Service, Inc.	STate	2-3153
Hal Tate Radio Productions	SHeldrake	3-0880
Tele-Radio Creations, Inc.	MOhawk	4-0015
Television Adv. Productions, Inc.	STate	2-5941
Wright Radio Productions	SUperior	7-1280
Frederic W. Ziv Co.	FRanklin	2-8917

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
National Association of Broadcasters	DEcatur	9300
National Press Club	REpublic	2500
RADIO DAILY	MEtropolitan	0823
	MEtropolitan	0824
	WARfield	4462
Radio-Television Manufacturers' Association	NAtional	4901
Radio Corporation of America	DIstrict	1260
Westinghouse Radio Stations	NAtional	8850
	NAtional	8843

News Agencies and Ass'ns.

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

RADIO DAILY ANdover 3-6050
FR 2-3238

United Press	RAndolph	6-4172
--------------	----------	--------

AM Radio Stations

WARL	OWens	7800
WBCC	OLiver	2800
WEAM	OWens	7100
WFAX	FALLs Church	0900
WGAY	SHepherd	1050
WGMS	EXecutive	8676
WINX	REpublic	8000
WMAL	NAtional	5400
WOL	MEtropolitan	0010
WOOK	STerling	7265
WPIK	OVERlook	3000
WRC	REpublic	4000
WTOP	MEtropolitan	3200
WWDC	STERling	3800

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

Federal Departments and Agencies

American National Red Cross	REpublic	8300
Archives, National	DIstrict	0525
Capitol U. S. (Senate, House of Reps.)	NAtional	3120
Census, Bureau of the	LUdlow	4-3000
Commerce, Department of	STERling	9200
Copyright Office—Library of Congress	STERling	0400
Court of Customs & Patent Appeals	NAtional	4696
Defense Mobilization, Office of	EXecutive	3300
Executive Mansion	NAtional	1414

FEDERAL COMMUNICATIONS

COMMISSION	EXecutive	3620
Federal Trade Commission	STERling	6840
Government Printing Office	DIstrict	6840
Interior, Department of the	REpublic	1820
Justice, Department of	REpublic	8200
Labor, Department of	EXecutive	2420
National Labor Relations Board	STERling	7373
National Military Establishments		
Air Force, Department of The	LIBerty	5-6700
Army, Department of The	LIBerty	5-6700
Navy, Department of The	LIBerty	5-6700
National Production Authority	STERling	9200
National Research Council	EXecutive	8100
Patent Office	STERling	9200
Post Office Department	STERling	3100
Radio Correspondents' Galleries—Capitol (Senate & House of Reps.)	NAtional	3120

FM Radio Stations

WARL-FM	OWens	7800
WASH	DIstrict	1356
WBCC-FM	OLiver	2800
WBUZ	VIctor	3300
WCFM	REpublic	8688
WGAY-FM	SHepherd	1050
WGMS-FM	EXecutive	8676
WMAL-FM	NAtional	5400
WOOK-FM	STERling	7265
WRC-FM	REpublic	4000
WTOP-FM	MEtropolitan	3200

Television Stations

WMAL-TV	NAtional	5400
WNBW	REpublic	4000
WTOP-TV	MEtropolitan	3200
WTTC	STERling	5300

News Services

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

Networks

ABC	REpublic	6013
CBS	MEtropolitan	3200
LBS	MEtropolitan	0010
MBS	MEtropolitan	1551
NBC	REpublic	4000

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
KGFI	Hillside 0271
KGIL (Sherman Oaks)	STanley 7-3467
KHJ	HUdson 2-2133
KIEV (Glendale)	CHarleston 5 2398
KLAC	HUdson 2-7311
KMGM	TEXas 0-3311
KMPC	HOLlywood 9-5341
KNX	HOLlywood 9-1212
KOWL (Santa Monica)	Santo Monica 4-6761
KRKD	TUcker 7111
KUSC	RIchmond 7-2295
KWK (Burbank)	CHarleston 0-2111
KWKW (Pasadena)	RYan 1-6744
KXLA (Pasadena)	RYan 1-6921

FM Radio Stations

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

Television Stations

KECA-TV	NOrmandy 3-3311
KFI-TV	DUnkirk 2-2121
KLAC	HUdson 2-7311
KNBH	HOLlywood 9-6161
KTLA	HUdson 2-2301
KTSL	HUdson 2-7133
KTTV	HUdson 2-1301

Networks

American Broadcasting Co.	HUdson 2-3141
Columbia Broadcasting System, Inc.	HOLlywood 9-1212
National Broadcasting Co.	HOLlywood 9-6161
United-Pacific Network	EXas 0-3311
Mutual-Don Lee Broadcast System	HUdson 2-2133
Progressive Broadcasting System	BRadshaw 7-5841
Pacific Regional Network	Hillside 7406
Liberty Broadcasting System, Inc.	HUdson 2-7471

Station Representatives

American Jewish Broadcasting	NOrmandy 2-5546
Avery-Knodell, Inc.	TU 2435
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. Repp, Inc.	Hillside 2450
Forjee & Co.	DUnkirk 2-1171
	MA 6-8329
Free & Peters	HO 9-2151
Gene Grant & Co.	YOrk 8812

W. S. Grant Co.	CR 6-3400
Irene Griffith Co.	HUdson 2-7391
Hoodley-Read Co.	Hillside 7738
George P. Hollingbery	MAdison 6-3633
The Katz Agency	TUcker 3219
Keenan & Eickelberg	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 8779
Radio Sales	HOLlywood 9-1212
Wm. G. Rambeau Co.	HI 0388
Paul H. Raymer	HUdson 2-2376
Walker Co.	DUnkirk 2-3200
Ward & Company	Hillside 8611
Western Radio Sales	HO 9-5237

Advertising Agencies

Abbott Kimball Co. of Calif.	DUnkirk 7-7305
Ad Associates	TUcker 5713
Adcraft Adv. Agency	RYan 1-7847
Advertisers Production Agency	PROspect 7761
Advertising Engineers Corporation	MUtual 5039
Alber, R. H., Co.	HOLlywood 9-8273
Allen & Marshall Adv. Agency	DUnkirk 7-5163
Allied Advertising Agency	DUnkirk 7-7331
Altman, Bruce, Adv. Agency	BRadshaw 2-5446
Anderson-Bever-Grant, Inc.	ANGelus 3-7177
Anderson-McConnell Adv. Agency	WEbster 1-8138
Arnold, Rupert, Adv. Agency	PROspect 1782
Asay, Wm. F., Agency	LONG Beach 7-2429
Associated Advertising Agency	DUnkirk 8-3145
Atchison, R. B., Adv. Agency	PROspect 1913
Atherton Advertising Agency	WEbster 3-8488
Ayer, N. W., & Son, Inc.	Hempstead 4871
Boll, Ted H., & Co.	HOLlywood 9-7127
Benning Co.	DUnkirk 8-3456
Bornes Chase Co.	DUnkirk 4-1193
Barnes, John, & Assoc.	Hempstead 0387
Bass, Louis, Co.	BRadshaw 2-3396
Bates Ted., & Co.	HOLlywood 9-2161
Batten, Barton, Durstine & Osborn (Hollywood) (Los Angeles)	HOLlywood 9-7337
Beale, H., Hammond Agency	WEbster 1-1234
Baumont & Hohman, Inc.	DUnkirk 7-7777
Bennett, Harry, Adv. Agency	MAdison 9-2676
Benton & Bowles, Inc.	TRinity 2391
Berghoff Associates, Inc.	Hillside 9151
Besel Advertising	BRadshaw 2-2652
Blow Co., Inc.	ANGelus 3-5121
Bishop & Assoc. Inc.	Hempstead 2377
Block Advertising Agency	MAdison 6-1221
Blythe, W. L., Co.	MIchigan 5758
Bogarts, The	TUcker 5410
Booker-Cooper, Inc.	Hempstead 6871
Bothwell, W. Earl, Inc.	DUnkirk 4-9127
Bowman, Deute, Cummings, Inc.	GRanite 6114
Boyd, John R., Co.	PROspect 9612
Brand, Michael, Assoc.	LOGan 1644
Brisacher, Wheeler, & Staff	HOLlywood 9-4427
Broadcasting Advertising	WEbster 1-8143
Brooks Advertising Agency	DUnkirk 9-1339
Buchanan & Co., Inc.	TRinity 0558
Burnett, Leo, Co., Inc.	CRestview 5-5231
Byoir, Carl, & Assoc., Inc.	DUnkirk 8-8131
California Advertising Agency	TRinity 6421
Calkins, Holden, Carlock, McClinton & Smith, Inc.	Hempstead 8008
Compbell-Ewald Co.	YOrk 5145
Caples Co., The	RIchmond 6204
	MUtual 4143

Radio-TV Telephone Numbers in Los Angeles

Case, Jack, Adv. Counselor.....	NORmandy 1-1820	Kimball, Abbott, Co. of Calif.....	DUnkirk 7-7305
Case, Roger T., Assoc.....	LONG Beach 7-4474	KlingelSmith & Co., Inc.....	DUnkirk 8-3013
Cecil & Presbry, Inc.....	HEmpstead 2324	Cliffen, Martin R., Co., Inc.....	DUnkirk 7-8396
Cinema Advertising Agency.....	PRospect 2141	Knight Advertising.....	CRestview 5-5573
Citizen Advertising Agency, Inc.....	MADison 6-4383	Kudner Agency, Inc.....	VAndike 0196
Clark, Darwin H., Co.....	MADison 9-1661	Lannen & Sanders, Inc.....	MUTual 8060
Cloward, Yelma, Advertising.....	DUnkirk 4-2558	Lawrence Co., The.....	BRadshaw 2-5820
Cole, Val, Advertising Agency.....	WAlnut 5182	Lennen & Mitchell, Inc.....	CRestview 1-7221
Coleman-Jones Advertising.....	MADison 6-5859	Lenz, J. M., Advertising.....	HOLlywood 9-3906
Collard, Clark, Adv. Agency.....	DUnkirk 7-1224	Little & Co.....	DUnkirk 9-1267
Columbian Advertising Agency.....	HOLlywood 9-7187	Lockwood-Shackelford Adv.....	DUnkirk 8-3121
Compton Advertising, Inc.....	HOLlywood 9-8107	Logan, Dudley L., Adv.....	MADison 9-1604
Consolidated Adv. Directors.....	CRestview 4-6108	Loft Adv. Agcy.....	ARIZona 7-5137
Counselors, The.....	Hillside 0263	Lurie, Nadine Advertising.....	DUnkirk 2-1393
Crank Chef, Co.....	HEmpstead 5129	Macaulay Co., Inc.....	PRospect 6287
Crossley & Jeffries, Inc.....	CLevland 7-0617	Mack-Waarton, Advertising.....	RIchmond 7-5477
Culp Earl R., Co.....	DUnkirk 2-8406	Mail-Ad Advertising Agency.....	MADison 1626
Cunningham & Walsh, Inc.....	GRanite 6131	Mann Advertising Co., Inc.....	DUnkirk 2-1179
Dancer-Fitzgerald-Sample, Inc.....	HUdson 2-3256	Marketers, Inc.....	DUnkirk 7-5303
Davis, Charlie, Advertising.....	HOLlywood 9-0930	Martha's Adv. Service.....	MADison 6-4897
Davis & Company.....	MIchigan 3908	Marto, Walter, Adv. Agcy.....	SYcamore 6-2239
Davis-Harrison-Simmons, Inc.....	HUdson 2-2311	Matthews, Anne D., Adv. Agency.....	SYcamore 2-3816
Davis-Hood & Assoc., Inc.....	TRinity 7377	Mayers Co., Inc., The.....	DUnkirk 8-2111
Davison & Dibble Co.....	CHarleston 5-1307	Mayne, Charles H., Co.....	DUnkirk 7-4363
Dennis, Robert F., Inc.....	TRinity 4691	Mays & Co. Advertising.....	TRinity 8534
Donald, Dick, Adv.....	DUnkirk 8-2371	McCann-Erickson, Inc. (Hollywood).....	Hillside 8268
Dozier, Graham, & Eastman Adv.....	PRospect 7091	McCann-Erickson, Inc. (Los Angeles).....	MUTual 1181
Dunkle, W. Donald, & Assoc.....	DUnkirk 3-3054	McCarthy Co., The.....	PRospect 7011
Durstine, Roy S., Inc.....	DUnkirk 8-3411	McCreery, Walter, The.....	BRadshaw 2-2168
Ebberts, Dan, Adv. Serv.....	LOGan 4242	McElroy Advertising Agency.....	PRospect 2047
Edwards, Adv. Agency, The.....	RIchmond 7-0427	McFadden, Oliver L., & Assoc.....	LONG Beach 7-5171
Ehlerl, Grace, Broadcast Adv.....	HUdson 2-2585	McHugh, Phil D., Adv. Agcy.....	BRadshaw 2-3551
Eisenberg, Ralph, Advertising.....	VAndike 0349	McKee, Burns Advertising.....	DUnkirk 7-8377
Erwin, Wasey, & Co. Ltd.....	WEBster 1-1211	McNeill & McCleery.....	HUdson 2-2337
Ewell & Thurber Assoc.....	HOLlywood 9-4994	Meany, Phillip J., Co., Adv. Agency.....	MIchigan 3601
Factor, Ted H., Agency.....	DUnkirk 8-8111	Mercury Adv. Agency, Inc.....	BRadshaw 2-2287
Fagan, O. K., Advertising Agcy.....	VAndike 2192	Miner, Dan B., Co.....	DUnkirk 8-3301
Feniman, Warren P., Adv. Co.....	KIMball 9296	Moeller, Norman, Agency.....	GLadstone 5106
Fishell, Dick & Assoc.....	CRestview 5-4557	Mogge-Privett, Inc.....	YORk 7243
Foote, Cone & Belding (Hollywood).....	HOLlywood 9-6265	Moody, Thomas, & Assoc.....	DUnkirk 2-1127
Foote, Cone & Belding (Los Angeles).....	MIchigan 7651	More, C. Church, & Co.....	TRinity 8043
Ford-Harshberger.....	HEmpstead 8193	Morgan, Raymond R., Co.....	HEmpstead 4194
Forester, Gene, & Assoc.....	STanley 7-4037	Murray, Dymock, Carson, Inc.....	BRadshaw 2-2719
Free, Newton A., Co., The.....	MIchigan 1195	Natha, Edw. N., Adv. Agency.....	PRospect 1767
Freiburg, John, & Co.....	NORmandy 3-2111	Neale Adv. Assoc.....	MIchigan 2149
Fritzen, Henry, Adv. Agcy.....	MADison 6-0555	Needham, Louis & Brorby, Inc.....	HUdson 2-2391
Gardner, H. M., & Assoc.....	MADison 6-4397	Nelson Advertising Service.....	MIchigan 0548
Geissinger, W. B., & Co.....	WEBster 3-7178	Newman, Mike, & Assoc.....	REpublic 5137
General Advertising Agcy., Inc.....	HEmpstead 5129	Newman, N. J., Adv. Agency.....	TRinity 7664
George, Ernest N., Co.....	GRanite 8962	Noble Advertising Co.....	MADison 6-5359
Gill Clifford Agency.....	BRadshaw 2-439	Oakes Harlan G., Assoc.....	DUnkirk 2-3200
Glasser-Gailey, Inc.....	DUnkirk 4-2141	O'Neil, Larson, & McMahon.....	GLadstone 2578
Glenn Advertising, Inc.....	AXminster 2-3063	Ostrander, Russell P., Adv.....	DUnkirk 3-3197
Gonda, Francis D., Adv. Agency.....	DUnkirk 7-3306	Pacific Advertising Service.....	PRospect 5803
Grant Advertising, Inc.....	HOLlywood 9-5371	Patch & Curtis Adv. Agcy.....	LONG Beach 6-1259
Grant, Will Adv. Agcy.....	TRinity 1384	Pardae Co., The.....	HUdson 2-7306
Greenthal, Monrow, Co., Inc.....	STanley 7-5953	Patrick, Pat, Agency.....	HUdson 2-3224
Gregory, Willard G., & Co.....	TRinity 0531	Pendleton, Larry, & Associates.....	TRinity 8557
Harrington-Richards.....	WEBster 3-5577	Perrett Co., The.....	MUTual 2388
Harvey, William W., Inc.....	CENTury 2-0136	Peters, Lyman, Inc.....	CHarleston 5-3619
Heasley & Heasley Adv. Agcy.....	CRestview 5-6875	Porter, Wesley H., Adv.....	AXminster 3-0400
Heintz & Co., Inc.....	MIchigan 6-61	Productive Advertising Agcy.....	DUnkirk 8-2251
Hensel, Elliot C., Adv.....	TUCKer 7639	Raymond, Larry Co.....	YORk 8125
Hill, Don.....	TUCKer 3818	Ringer, Lee, Advertising.....	DUnkirk 7-8131
Hillman, David S., Inc.....	BRadshaw 2-6586	Riordan, John H., Co.....	MADison 6-2291
Hixson & Jorgensen, Inc.....	MADison 6-5811	Roberts, Jack, & Associates, Inc.....	MIchigan 1201
Hoel, John D. Adv. Agcy.....	RYan 1-7131	Robins-Newton-Chapman.....	HUdson 2-3284
Houston Adv. Service Co.....	PRospect 9654	Robinson, Lewood J., Adv.....	MUTual 6293
Huber-Whiteman, Advertising.....	PRospect 8131	Roche-Eckhoff & Associates.....	HOLlywood 9-5363
Hunter Advertising Agency.....	NORmandy 3-1178	Rockett-Lauritzen.....	REpublic 2-9141
Industrial Adv. Assoc.....	NORmandy 2-8362	Ross, Charles, Adv. Agency.....	HUdson 2-1184
Irwin Co., Inc.....	BRadshaw 2-5455	Ross, Ellsworth, Inc.....	DUnkirk 8-3608
Jaffee & Jaffee Adv. Agcy.....	CRestview 1-6211	Ross Gardner, & White Advertising.....	DUnkirk 7-7211
Johanet Adv. Agency.....	OREgon 7-1904	Ross, Roy, Inc.....	HOLlywood 9-6263
Johnson, J. Howard.....	MIchigan 8464	Ross, W. B., Assoc. Adv.....	PRospect 7656
Jones, Dana, Co.....	TUCKer 6131	Rouse, A. James, Co.....	BRadshaw 2-5608
Jordon Co., The.....	DUnkirk 2-2248	Ruthrauff & Ryan, Inc.....	Hillside 7593
Juneau, C. B., Inc.....	WEBster 3-7131	Sawyer, Ross, Advertising.....	WEBster 6275
Kaufmann, Hans E., & Co.....	GLadstone 1127	Scholtz Advertising Service.....	MIchigan 2396
Keane, Raymond Adv. Agency.....	WEBster 3-9221	Schurrer, Lou, Advertising.....	GLadstone 1127
Kellogg, Edward S., Co.....	DUnkirk 7-5213	Sebrell, J. B., Adv. Agcy.....	MADison 6-9397
Kelso, M. H., & Co.....	DUnkirk 2-2072	Seeds, Russell M., Co., Inc.....	HUdson 2-1206
Kemmerer, V. A.....	HEmpstead 6795	Seidel Advertising Agency.....	HUdson 2-7296
Kenyon & Eckhardt, Inc.....	HEmpstead 2101	Shane, Leonard, Agency, The.....	MIchigan 3231
Kester, William, & Co.....	Hillside 9251	Shaw Co., The.....	MUTual 5161
Kiefer, J. B., Inc.....	DUnkirk 2-8373	Smith, Robert, Advertising Agcy.....	TRinity 9529
		Smith, T. Tyler, Adv. Agency.....	HEmpstead 9239

Radio-TV Telephone Numbers in Los Angeles

Stebbins, Barton A., Adv
Stebbins, Hal, Inc.
Steller, Millar & Laster, Inc
Straus, J. M., & Co.
Sullivan Stauffer Colwell & Boyles, Inc

Swafford & Co.
Taggart & Young
Theatrical Adv. Agcy.
Thompson, J. Walter, Co.
Tullis Co., Inc., The
United Advertising Agency
Universal Advertising Agency, Inc.
Wade Advertising Agency
Warwick & Legler, Inc.
Wegster, R. W., Adv.
Weitzman, Louis J., Adv Agcy.
Welsh-Hollander Advertising
Wessells, George M., Company
Western Adv. Agcy., Inc.
Westwood, Tom, Advertising Agcy.
Wheeler, Ward, Co.
Wilder, Alvin
Willis, Harry G., & Assoc
Wynne-Alexander Adv. Agcy.
Young & Rubicom, Inc

TRinity 8821
PRospect 5317
DUnkirk 7-5377
DUnkirk 3-5072

Hillside 2119
MAdison 6-5521
WEbster 3-8108
Mlchigan 7761
MAdison 2661
HEmpstead 6831
Mlchigan 5807
Hillside 8218
Hillside 7457
HEmpstead 8163
MAdison 9-2283
DUnkirk 8-3115
Mlchigan 0876
YORk 8258
DUnkirk 7-7367
TRinity 8496
Hillside 9221
HEmpstead 1116
CHarleston 5-3325
PYramid 1-2319
HOLlywood 9-2734

Sunshinc Audio Sales & Service
Teceec Film Co.
Tel-Air Associates
Telesim, Inc
Telemount Pictures, Inc
Telopix Corp.
Tele-Radio, Inc.
Tele-Sound Productions
Television Films of America
Telways Radio Productions
The Thomas Co
TV Ads, Inc
20th Century Television
United Productions of America
Universal Recorders
Vallee-Video
Wilding Picture Productions of Calif.
Fletcher Wilcy Productions
Hal Wilson Productions
Herbert Wisson
World Broadcasting System
WRS, Recording Lab.
Frederic W Ziv

ORegon 2-1434
BRadshaw 21376
HOLlywood 93442
HOLlywood 9-7205
HOLlywood 9-8321
Hillside 8351
CRestview 6-7371
HEmpstead 0270
GLadstone 2624
BRadshaw 2-1447
Hillside 6564
DUnkirk 8-1323
BRadshaw 25518
CHarleston 0-7171
HOLlywood 9-8282
Hillside 6118
WEbster 0183
HOLlywood 9-1212
HOLlywood 9-1714
SUnset 2-3580
HEmpstead 5121
GLadstone 1454
HEmpstead 5121

Radio-TV Program and Transcription Cos.

Audio-Video Recorders, Inc
Bill Bates
B & B Recording Studios
George R. Bentel & Assoc.
Walter Biddick Co.
Capitol Records
The Cardinal Co.
Eddie Chevie Productions
Leslie Clucos
Columbia Records, Inc.
Commodore Productions
Bing Crosby Enterprises.
Crosby & Fogle
Des Autels & Graham
Jerry Devine Productions
Eccles Recordings, Inc.
Electra-Vox Recording Studio
Bruce Eells & Assoc.
Jerry Fairbanks Productions
Finley Transcriptions, Inc.
Five Star Productions
General Artists Corp
General Radio Productions
Mitchell Gerts Agency, Inc
Grace Gibson Productions
John Guedel Productions
Andrew G. Hickox Productions
Hollywood Central Recording Studio
Hollywood Music Recording Studios
Inter-Calif. Bcstg System
Robert Kenneth James, Inc
Robert Joseph Television Productions
Lawrence & Lee Productions
Lawrence Productions
C. P. MacGregor Sound Studios
Ted MacMurray & Co.
Mayfair Transcription Co.
Fred C. Mertens & Assoc
Les Mitchel Productions
Monogram Radio Programs, Inc.
Music City
Ed Paul Phillips Agency.
Precision Recording Co.
George Logan Price, Inc.
Radio Recorders, Inc.
Radiovision Productions
RCA, Victor Division
(Recording Studios)
Jack Rourke Productions.
James L. Saphier Agency, Inc.
Script Associates
Sentinel Productions
Standard Radio Transcription Service, Inc.

CRestview 5-4373
Hillside 0101
THornwall 1397
GRanite 8608
Rlchmond 6184
HOLlywood 9-8171
HEmpstead 1177
CRestview 4-5403
HOLlywood 5111
BRadshaw 2-5411
HOLlywood 9-8229
BRadshaw 2-2771
GRanite 3171
HUDson 2-2291
HUDson 2-1228
Hillside 8351
GLadstone 2189
HOLlywood 9-5869
HUDson 2-1101
BRadshaw 22771
HEmpstead 4807
CRestview 1-8101
BRadshaw 2-6211
CRestview 4-5491
GRanite 5543
HEmpstead 5186
HOLlywood 9-2281
HEmpstead 0270
HEmpstead 5407
MUTual 2759
CRestview 4-6041
SUnset 1-1331
Hillside 7517
HOLlywood 9228
DUnkirk 4-4191
Hillside 4305
CRestview 1-8151
DUnkirk 3-7372
FLorida 3-1105
GLadstone 8045
HOLlywood 9-8211
Hillside 8266
PLEasant 5-7633
DUnkirk 3-7372
HEmpstead 3282
HOLlywood 9-7028
Hillside 5171
HEmpstead 6811
HEmpstead 7178
CRestview 1-7231
MAdison 6-6476
HEmpstead 6828

WEbster 9181
HUDson 2-2145
Hillside 8241

Radio Artists Agencies

Larry Allen
American Federation of Radio Artists
Stanley Bergerman
Herman Bernie
Phil Bloom
Business Administration Co.
Century Artists
Century Artists, Ltd.
Columbia Artists Management
Hallowm Cooley Agcy
Jack Creamer
Everett N. Crosby
Ken Dolan & Co
Famous Artists
Federal Artists Corp.
Frederick Bros
General Artists
Mitchell Gertz
Bruce Gear
Goldstone Agcy.
Mitchell J. Homilburg
Sam Jaffe
Paul Kohner
Earl Kramer
Levee-Shark
Love-Stork
McConkey Artists Corp
MCA Artists, Ltd
Monter-Gray
William Morris
Orsault Agency
Ed Paul Phillips
George Rosenberg
Radio Registry
Radio Artists Corp
Art Rush
The Salkow Agcy
James L. Saphier
Schwarz Agency
Louis Shurr
Edward Sherman
Stempel-Olenick
D. M. Winkler

HEmpstead 0421
Hillside 5125
CRestview 6-3195
CRestview 5-0117
CRestview 4-6064
CRestview 6-7071
HUDson 2-1284
CRestview 1-8131
MAdison 6-2327
CRestview 5-6161
GLadstone 9683
BRadshaw 2-2771
HOLlywood 9-3558
CRestview 1-5222
CRestview 5-5251
CRestview 1-6244
CRestview 1-8101
CRestview 4-5491
CRestview 5-3055
CRestview 6-1071
CRestview 5-4171
CRestview 6-6121
CRestview 1-5165
CRestview 6-2338
CRestview 5-0626
CRestview 1-5781
HEmpstead 7141
CRestview 6-2001
CRestview 1-1191
CRestview 1-6161
CRestview 6-6241
Hillside 8266
CRestview 1-8121
Hillside 8321
CRestview 1-7111
Hillside 5161
CRestview 1-9134
CRestview 1-7231
CRestview 4-6301
CRestview 1-1116
CRestview 5-0186
CRestview 1-7141
CRestview 1-7244

Publications

Broadcasting-Telesharing
Hollywood Reporter

HEmpstead 8181
Hillside 7411

RADIO DAILY Gladstone 8436
Radio Life Hillside 9275
Radio News Tucker 9213
Variety HOLlywood 1141
Radio Artists Directory Hillside 0101

Radio-TV Audience Surveys

Coffin, Cooper & Clay, Inc
Facts Consolidated
C. E. Hooper, Inc.
Moffett Research Co

HUDson 2-7251
WY 3181
HOLlywood 9-3553
HEmpstead 5653

PROBLEMS OF THE DUAL OPERATION

By D. L. PROVOST, Business Manager, WBAL and WBAL-TV

(Continued from Page 69)

relegated his AM personnel to air locks or the roof. Television is a greedy baby with its cumbersome props, sets, and need for more workers: seven or eight technicians per show compared to radio's one or two. It is a great space consumer. One can't very well kick the infant in the teeth. But the necessity of being on guard every moment cannot be stressed too much, or your radio operation is going to suffer. Some morning you will find it has degenerated into a D. J. operation from the transmitter.

To integrate or separate falls in line as the second big problem. Where should integration take place? And what departments should be separated? Programming seems to fall in the latter category because television program conception and thinking is so different. There may be certain sections within the Program Department that can be run more satisfactorily and economically by integration. On WBAL-TV we have found this holds true for the Public Service and Special Events Departments. Our Public Service Director, operating in both radio and television, and making the many outside calls that are necessary in this field, saves the time of the program people on both stations. It is his responsibility to keep a proper ratio of sustaining to commercial. And by scheduling public service shows and announcements on both stations his "watchdog" position is strengthened.

As in the integration of public service, by handling the News and Special Events Department in the same manner we have saved considerably on employees' hours and expense. We are technically set up in such a manner that news bulletins, for either station, can originate from our news room. By integration of this Department we save the necessity of double news ticker service. We get bulletins on the air faster, too.

Special Events programming necessitates a great deal of ground work on the outside. It is a full-time operation for one man working both stations; it would be a part time job for two men, with one working radio and the other television. Many Special Events are simulcast, and one man in charge of both stations has a better grasp of what is going on and what to do about it.

Our technical staffs are disintegrated completely with two exceptions. One supervisor is in charge of both the AM and TV transmitters. One man is in charge of audio for both stations.

The really tough problem, in the matter of what should be integrated and what should be separated, is the Sales Department. It would seem that one general rule could not apply. This problem must best be governed by the conditions extant in the different TV localities, and by the setup of the Sales Department in the radio operation before TV came along.

In Baltimore, on WBAL-TV, we have a partially separated staff. But, even so, where a salesman has called on an account over a long period this man continues to handle both AM and TV. When an account comes in that is strictly TV, it goes to one of the television salesmen. In Baltimore, none of the agencies or advertisers have separate TV and radio time buying departments, so it would seem unwise for a dual operation to force on clients the time consumed by seeing a representative from each medium. We try to keep our sales operation as fluid as possible. The ratio of time spent in contacting and servicing a TV account is about three to one, compared with radio. This leads our trail back to what, I think, is a dual operator's biggest problem, and that is to protect his radio operation. Because it takes longer to serve a TV account, it means more contact men in your Sales Department to be sure that your radio accounts and prospects are properly serviced.

A good open discussion with the employee seeking a change will very frequently pay good dividends. If he has initiative and ideas, you can't afford to take him out of radio; and the chances are good that he can't afford to leave radio. When you find a person like that and point out his worth to himself and the Company by staying in radio, but possibly in a different job, you have strengthened your radio operation.

To sign off this article, the dual operator is in a position to see first hand the stimulation through competition which television has brought to the broadcasting industry. This in itself over-shadows any of the problems which we face.



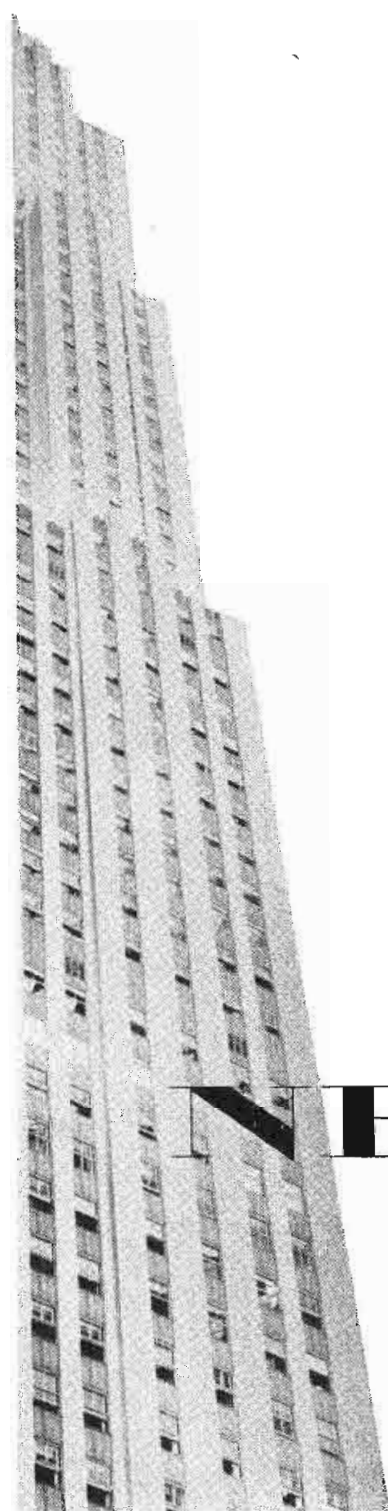
NO

SLEEPING

GIANT

HERE





This year NBC Radio rounds out 25 years of service to advertisers. During this time NBC's leadership has consistently set the pace for the entire radio industry. And today—

NBC is first in audience—the largest in all advertising.

NBC is first in facilities—the finest in all radio.

NBC is first in programming—geared to today's need for low-priced, effective shows.

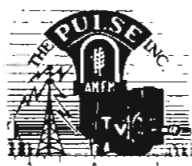
NBC is first in new advertising ideas—better ways of using network time.

In every respect, NBC Radio is bigger and more economical than any other advertising medium, including the other networks.

NBC RADIO

America's No. 1 Advertising Medium

A service of Radio Corporation of America



YOU DON'T NEED \$1,000,000 TO DO RADIO RESEARCH

Pulse issued radio reports for 14 markets in December, 1950, in the series of continuing surveys. For these reports

115,560 families

were visited and interviewed.

In one year, in these 14 markets, Pulse will interview

847,120 families.

Yes, it will not cost a million dollars to visit and interview these families.

THE PULSE, INC.

15 West 46th St. New York 19, N. Y.

Research Organizations

ADVERTEST RESEARCH

133 Albany St., New Brunswick, N. J.
Phone: CHarter 7-1564

AUDIENCE RESEARCH, INC.

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

A. S. BENNETT—CY CHAIKIN, INC.

480 Lexington Ave., New York, N. Y.
Phone: MUrray Hill 8-2475

CROSSLEY, 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

FACTS, INC.

270 Madison Ave., New York 16, N. Y.
Phone: MUrray Hill 6-7800

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
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 3-9083
425 N. Michigan Ave., Chicago 11, Ill.
Phone: MOhawk 4-4600

JOHN B. KNIGHT CO.

6530 Sunset Blvd., Hollywood 28, Calif.

RICHARD MANVILLE RESEARCH

230 Park Ave., New York 17, N. Y.
Phone: ORegon 9-2435

WILLIAM McPHEE

Director
Research Services, Denver, Colo.

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

OFFICE OF RESEARCH, INC.

3470 Broadway, New York 31, N. Y.
Phone: AUdubon 6-7455

ALFRED POLITZ RESEARCH, INC.

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

THE PULSE, INC.

15 W. 46th St., New York 7, N. Y.
Phone: JUdson 6-3316

RADIO COPY

13-18 163rd Street, Flushing, N. Y.
Phone: FLushing 9-7779

RADIO REPORTS, INC.

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

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

DANIEL STARCH AND STAFF

120 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-6622
540 N. Mich. Ave., Chicago 11, Ill.
Phone: DELaware 7-8362

TRENDEX, INC.

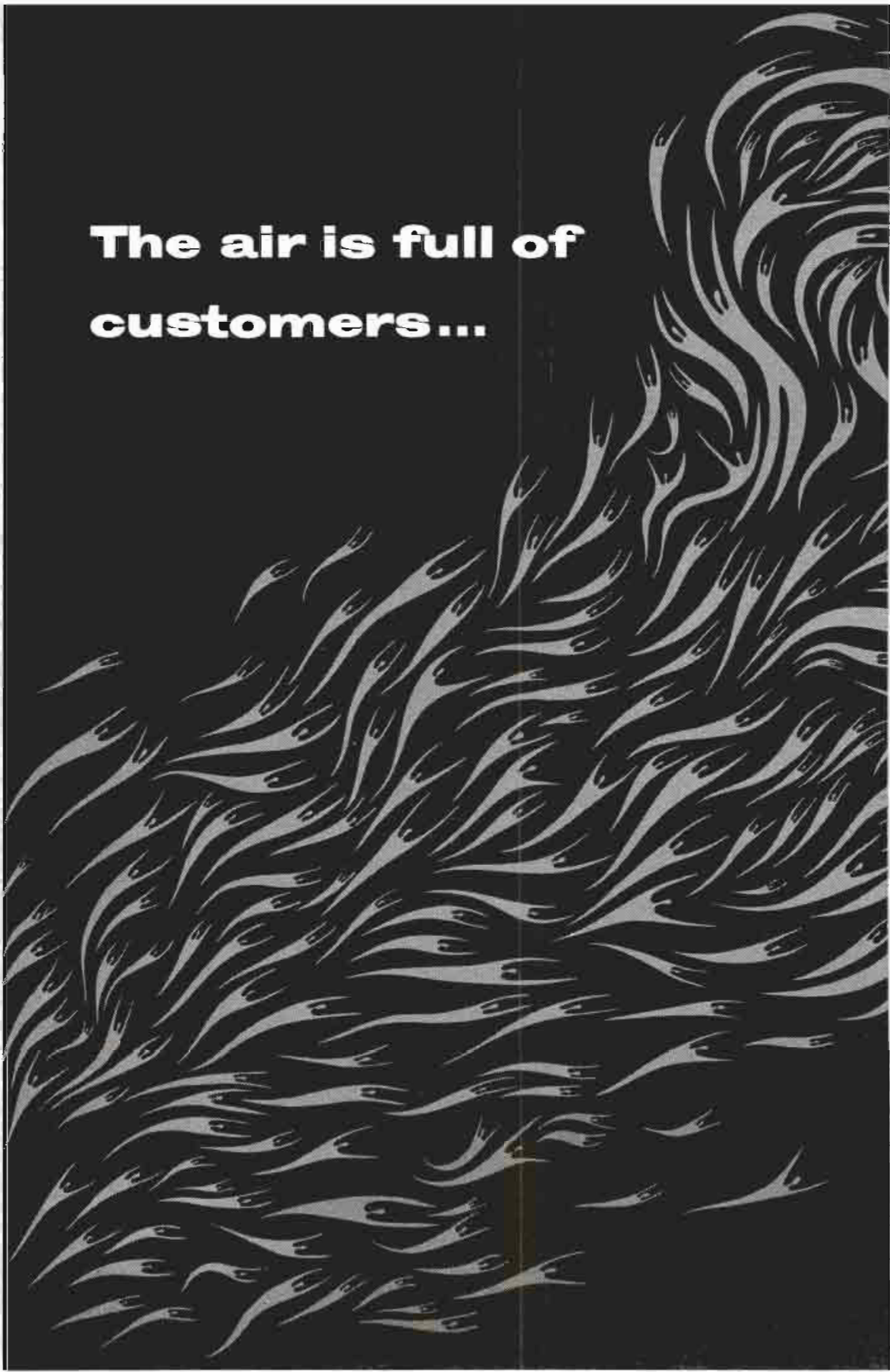
347 Madison Avenue, New York 17, N. Y.
Phone: MU 3-2653 and MU 3-2668

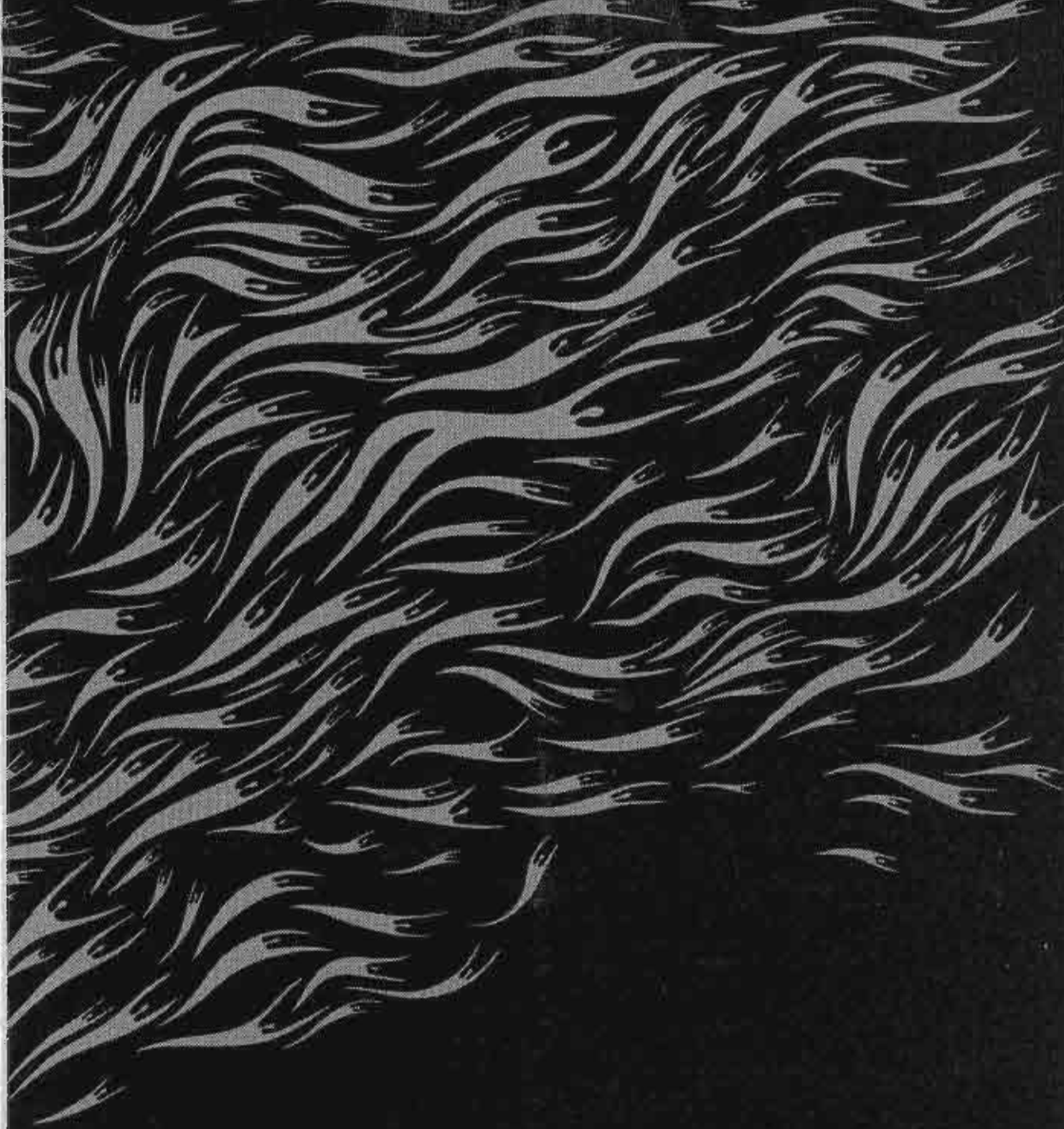
VIDEODEX

JAY & GRAHAM RESEARCH, INC.

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

**The air is full of
customers...**





Radio reaches almost everybody. For there is a radio set in 95% of all American homes. Week after week, more people listen to radio than regularly read all the newspapers or all the magazines in print. Nowhere but in network radio can an advertiser command such an audience for his message. And nowhere in network radio can he reach so many at so low a cost as he does through the Columbia Broadcasting System.



A TRIBUTE TO THE
**ANGELS
 OF ABC
 RADIO**

AMERICAN BAKERS
 BLOCK DRUG CO.
 BOTANY MILLS
 BURTON-DIXIE CORP.
 CHAMPION SPARK PLUGS
 CHRISTIAN SCIENCE MONITOR
 CLUB ALUMINIUM
 EQUITABLE LIFE ASSURANCE
 GENERAL MILLS
 GENERAL MOTORS
 GILLETTE SAFETY RAZOR
 GOODYEAR TIRE AND RUBBER
 GOSPEL BROADCASTING ASS'N
 DR. BILLY BRIDGMAN
 H. J. HEINZ
 ANDREW JERGENS CO.
 FRANK B. L...

P. TORRELLARD
 F. LIBBY'S FARMERS' SUPPLY
 MARS, INC.
 MILLER-BEWING CO.
 PHILIP SWOFFERS
 PACIFIC COAST BERRY
 PAN-AMERICAN CO. (BELL)
 PUBLIC CORP.
 R. E. JOYNOIDS
 SEYMOUR BROTHERS
 SHERMAN
 SHERING-LEECH
 SWIFT AND CO.
 THE TEXAS COMPANY
 THE U. S. ARMY AND NAVY
 U. S. AIR FORCE BROADCASTING
 VOLVO OF GOODYEAR

WILLIAM R. WARNER

American Broadcasting Company

INTERNATIONAL RADIO TODAY

By **PIERRE CRENESSE**, Director, French Broadcasting System in North America



Pierre Crenesse

WITH crisis piling on crisis and each nation's subconscious alerting to the possibility of atomic warfare exploding at any moment, the old year, 1950, came to its expected end, jittery to the last. The new-born who took its place inherited the sins of the father, and was pushed into History's spotlight with no coaching in the part. The producers and backers of world affairs could only pray that 1951 would survive strengthened by its youth. And deeply interested spectators hoped that the pessimists accustomed to "cry havoc" would be wrong. In a global clash that had its feet in the frozen mud of Korea and its head in the clouds over Lake Success, International Radio continued to record and report quietly, efficiently, and with a minimum of tension, to the troubled world in between. And somehow, the grey futility never completely lost the rosy tinges of hope.

At the Fifth Avenue studios of the French Broadcasting System in North America, France's U.N. Delegates were frequent visitors to the short-wave microphone, as they reported to their countrymen on the "State of the World Union," dispelling the fears which grew like toadstools after each day's verbal stalemates.

Although RDF offices in New York had been sending out programs since 1947, in April of 1949, RadioDiffusion Francaise created a symbolic web of radio stations, called The International Goodwill Network, and offered to North American stations, free of charge, top radio entertainment from the finest of France's talent. Produced in Paris, the 5 separate weekly transcribed shows were made available for just the opportunity to bring the culture of France closer to her American friends. By last year at this time RdF was proud to announce that 220 stations were carrying one or more programs of the IGN. By the end of 1950 the count had

increased to 350, with member stations in Canada, Alaska, Hawaii, The Philippines, Puerto Rico, and Panama broadcasting "Masterworks From France," "Gai Paris Music Hall," "Songs of France," "Bonjour Mesdames," and "French In The Air." All this in addition to the numerous weekly shortwave "feeds" from Paris, containing interviews, news, and special features for individual stations on this side of the Atlantic.

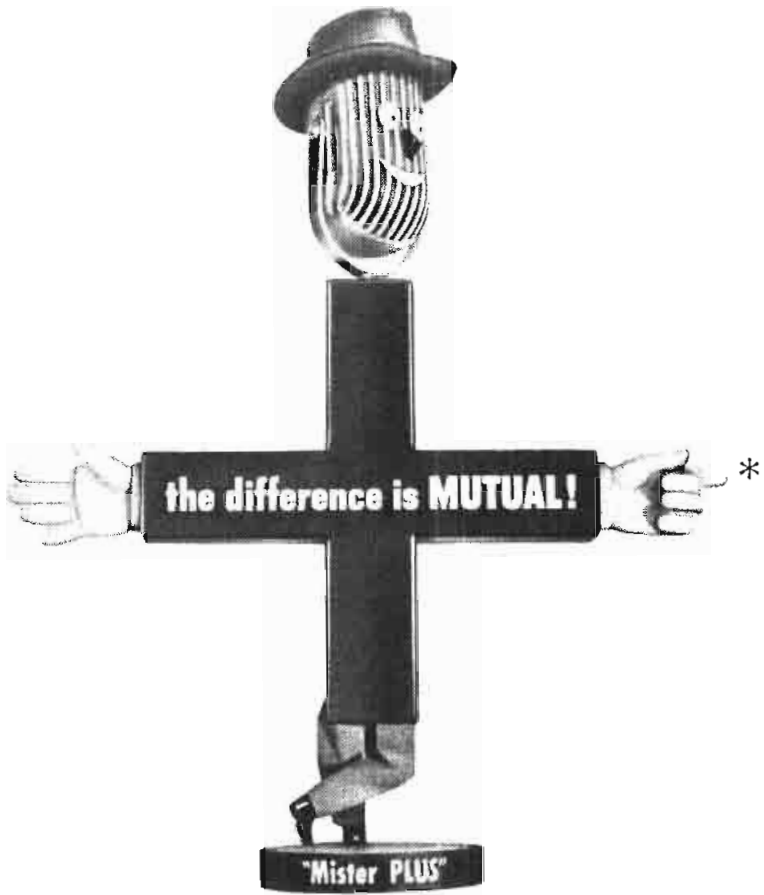
The new year is still not very old, but the hopes for a world that is lasting and secure are ageless. Whenever international nerves grow taut, International Radio will be on hand, the small, still voice of reason: calm during fear . . . hopeful during crisis . . . and in conflict, certain that Peace is never too distant to obtain.

During the four years of the Occupation, France had been cut off from the rest of the world. And even more important, the world had written its history with practically no news from France. Through the many hours of short-wave broadcasting, the outside world and the historic events taking place found their way across the English Channel where they were welcomed behind France's blacked-out windows. But very little of the darkness from within the fallen democracy managed to reach the sunlight of the free nations to the West.

The moment the Liberation was a reality, France set about to reestablish contact with her neighbors around the globe. The total destruction of all transmitters, and other radio equipment, offered the prime challenge—and became the first step in the almost impossible task of reconstruction.

Before waiting for final completion, however, special radio bureaus were organized within French Radio for full scale international broadcasting. Offices were opened in New York City and programs prepared in English, spotlighting French music and culture. But not only Americans were enthusiastic about RDF programs, for at this time overseas broadcasts are beamed to 25 foreign countries around the world—in as many languages. France is now a welcome, constant visitor in every land.





Compliments of a MUTUAL friend

* The character and phrase, "Mister PLUS", are the property of the Mutual Broadcasting System, Inc. They have been continuously employed since November, 1949, to represent the specific *plus-differences* which distinguish Mutual from all other networks.

The profitable *application* of these plus-differences is expressly *not* restricted by copyright or otherwise to *present* Mutual clients. Mister PLUS is ready and able to work for *any* advertiser who moves to the Mutual Network in 1951.

NON-COMMERCIAL AM STATIONS OF THE U. S.

As Listed By The Federal Communications Commission, Jan. 1, 1951

City	Call Letter	Licensee	Freq (Kc.)	Power (Watts)
CALIFORNIA				
Los Angeles	KFSG	Echo Park Evangelistic Assn.	1150	2500 d; 1000 n
Pasadena	KPPC	Pasadena Presbyterian Church	1240	100
COLORADO				
Denver	KPOF	Pillar of Fire	910	1000 d
ILLINOIS				
Chicago	WMBI	The Moody Bible Inst.	1110	5000
Urbana	WILL	University of Illinois	580	5000 d
INDIANA				
West La Fayette	WBAA	Purdue University	920	5000 d; 1000 n
IOWA				
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
KANSAS				
Lawrence	KFKU	University of Kansas	1250	5000
Manhattan	KSAC	Kansas State College	580	5000 d; 500 n
MICHIGAN				
East Lansing	WKAR	Michigan State College	870	5000 d
Lapeer	WMPC	The Liberty St. Gospel Church	1230	250
MINNESOTA				
Minneapolis-St. Paul	KTIS	Nwstrn. Schools	900	1000 d
Minneapolis-St. Paul	KUOM	University of Minn.	770	5000 d
Northfield	WCAL	St. Olaf College	770	5000 d
MISSOURI				
Clayton-St. Louis	KFUO	Lutheran Church-Mo. Synod.	850	5000
NEW JERSEY				
Zaraphath	WAWZ	Pillar of Fire	1380	5000 d; 1000 n
NEW YORK				
Brooklyn	WBBR	Watch Tower Soc.	1330	5000
New York	WNYC	City of N. Y.	830	1000
NORTH DAKOTA				
Grand Forks	KFJM	U. of North Dakota	1440	1000 d; 500 n
OHIO				
Columbus	WOSU	The Ohio State U.	820	5000
OKLAHOMA				
Norman	WNAD	U. of Oklahoma	640	1000 d
OREGON				
Corvallis	KOAC	Oregon State College	550	5000
Portland	KBPS	Benson Polytechnic School	1450	100
PENNSYLVANIA				
Grove City	WSAJ	Grove City College	1340	100
SOUTH DAKOTA				
Rapid City	WCAT	S. Dak. Sch. of Mines & Tech.	1230	100 d
Vermillion	KUSD	University of South Dakota	920	500
WASHINGTON				
Pullman	KWSC	State College of Wash.	1250	5000
WISCONSIN				
Madison	WHA	University of Wisconsin	970	5000 d
Stevens Point	WLBL	State of Wisc., Dept. of Agric.	930	5000 d

Y & R

Eye and Ear Specialists

TELEVISION SHOWS

- BIGELOW-SANFORD CARPET CO., INC.**
 "Bigelow Theatre"
 CBS-TV—Sun. 6:00-6:30 p.m. and various stations
- GENERAL ELECTRIC COMPANY**
 "The Fred Waring Show"
 CBS-TV—Sun. 9:00-10:00 p.m.
- GENERAL FOODS CORPORATION**
 "The Goldbergs" (Sanka Coffee)
 CBS-TV—Mon. 9:30-10:00 p.m.
 "Hopalong Cassidy" (Post Cereals)
 NBC-TV—Sun. 6:00-7:00 p.m.
 "The Aldrich Family" (Jell-O)
 NBC-TV—Sun. 7:30-8:00 p.m.
 "The Bert Parks Show" (Swans Down Mixes
 Jell-O, Birdseye, Walter Baker)
 NBC-TV—Mon., Wed., Fri. 3:30-4:00 p.m.
- GOODYEAR TIRE & RUBBER CO., INC.**
 "Paul Whiteman Show"
 ABC-TV—Sun. 7:00-7:30 p.m.
- GULF OIL CORPORATION**
 "We, The People"
 NBC-TV—Fri. 8:30-9:00 p.m.
- HUNT FOODS INC.**
 "Kate Smith Show"
 NBC-TV—Mon.-Fri. 4:45-5:00 p.m.
- INTERNATIONAL SILVER CO.—**
 1847 Rogers Bros.
 "Success Story"
 WJZ-TV—Tues. 2:15-2:30 p.m.
- LIFE MAGAZINE**
 "Kukla Fran & Ollie"
 NBC-TV—Thurs. 7:00-7:30 p.m.
- THOMAS J. LIPTON, INC.**
 "Arthur Godfrey's Talent Scouts"
 CBS-TV—Mon. 8:30-9:00 p.m.
- PACKARD MOTOR CAR CO.**
 "Holiday Hotel"
 ABC-TV—Thurs. 9:00-9:30 p.m.
- JOS. SCHLITZ BREWING CO.**
 "Pulitzer Prize Playhouse"
 ABC-TV—Fri. 9:00-10:00 p.m.
- SIMMONS COMPANY**
 "Kate Smith Show"
 NBC-TV—Tues. 4:15-4:30 p.m.

RADIO SHOWS

- GENERAL FOODS CORPORATION**
 "The Aldrich Family" (Jell-O)
 NBC—Thurs. 8:00-8:30 p.m.
 "Gangbusters" (Grape-Nuts)
 CBS—Sat. 9:00-9:30 p.m.
 "Hopalong Cassidy" (Grape-Nuts Flakes)
 CBS—Sat. 8:30-9:00 p.m.
 "My Favorite Husband" (Jell-O)
 CBS—Sat. 9:30-10:00 p.m.
 "Second Mrs. Burton" (Swans Down Mixes
 Postum)
 CBS—Mon.-Fri. 2:00-2:15 p.m.
 "Portia Faces Life" (Jell-O)
 NBC—Mon.-Fri. 5:15-5:30 p.m.
- BRISTOL MYERS COMPANY**
 "Mr. D. A." (Sal Hepatica & Ipana)
 NBC—Wed. 9:30-10:00 p.m.
- GULF OIL CORPORATION**
 "Counterspy"
 NBC—Thurs. 9:30-10:00 p.m.
- THOMAS J. LIPTON, INC.**
 "Arthur Godfrey's Talent Scouts"
 CBS—Mon. 8:30-9:00 p.m.
- METROPOLITAN LIFE INS. CO.**
 "Dave Vaille—News"
 CBS—Mon.-Fri. 8:15-8:30 p.m. Pacific Coast
 "Alan Jackson and the News"
 CBS—Mon.-Fri. 6:00-6:15 p.m.
- JOS. SCHLITZ BREWING CO.**
 "Halls of Ivy"
 NBC—Wed. 8:00-8:30 p.m.

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



News Services



NINETEEN FIFTY-ONE



"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

Network Billings

AGENCY AND SPONSORS

American Broadcasting Co. 1950 Agency Gross Billings (AM Radio)

Dancer-Fitzgerald-Sample, Inc. \$	5,381,248
J. Walter Thompson Company.	2,662,632
Cecil & Presbrey, Inc.	2,652,439
Maxon, Inc.	1,667,408
Lennen & Mitchell, Inc.	1,648,283
Hutchins Advertising Company, Inc.	1,618,996
Wm. H. Weintraub & Co., Inc.	1,241,295
Kudner Agency, Inc.	1,170,891
Tatham, Laird, Inc.	1,075,950
Ray S. Durstine, Inc.	1,073,382
The Blow Company, Inc.	919,227
Warwick & Legler, Inc.	921,581
Benton & Bowles, Inc.	861,632
R. H. Alber Company.	802,229
Knox Reeves Advertising, Inc.	766,080
Foote, Cone & Belding.	752,716
Kenyon & Eckhardt, Inc.	718,425
Robert W. Orr & Assoe., Inc.	685,319
McCann, Erickson, Inc.	599,999
Batten, Barton, Durstine & Os- borne, Inc.	541,755
C. J. LaRoche & Company, Inc.	479,375
Sherman & Marquette.	475,635
Grey Advertising Agency, Inc.	446,160
Gotham Advertising Co., Inc.	436,652
Needham, Lewis & Brorby, Inc.	379,266
Raymond Spector Company, Inc.	316,931
Wade Advertising Agency.	310,960
Federal Advertising Agency.	310,512
Leo Burnett Company, Inc.	303,282
Geyer, Newell & Ganger, Inc.	293,773
McManus, Hohn, & Adams, Inc.	264,177
Mathieson Associates.	260,469
Western Advertising Agency, Inc.	250,329
Sullivan, Stauffer, Colwell & Bayles, Inc.	245,544
Victor A. Bennett Company, Inc.	222,358
William Esty Company, Inc.	222,054
The Joseph Katz Company.	196,657
W. L. Gleason & Company.	181,713
Young & Rubicam, Inc.	155,963
H. B. Humphrey Company.	150,516
Hixon & Jorgensen, Inc.	149,607
Tucker Wayne & Company.	149,074
Politticals.	108,413
Phillip J. Meaney Company.	103,015
Liller, Neal, & Battle Agency.	96,861
Victor van der Linde Company.	85,092
Albert J. Silberstein-Bert Gold- smith, Inc.	72,910
Walter F. Bennett & Co., Inc.	65,016
Thwing & Altman, Inc.	64,497
Brisacher Wheeler & Staff.	63,217
Huber Hoge & Sons.	61,677
Roche, Williams & Cleary, Inc.	50,130
Lambert & Feasley, Inc.	45,781
Brooks Advertising Agency.	37,817
Turner Advertising Agency.	37,000
Charles W. Hoyt Company, Inc.	30,966
Raymond R. Morgan Co.	26,907
Zimmer-Keller, Inc.	24,490
Hal Stebbins, Inc.	15,930
Grant Advertising, Inc.	15,519
Davis & Company.	15,116
Weinstein & Company.	13,650
Furman, Feiner Company, Inc.	13,645
Campaigns, Inc.	9,295

Hirshon-Garfield, Inc.	8,875
Leon Loeb & Company.	7,455
Ewell & Thurber Associates.	6,815
Beaumont & Hohman, Inc.	6,528
Buchanan & Company, Inc.	4,545
Abott, Kimball Co., Inc. of California.	4,135
The Clemcuts Company, Inc.	2,285
Erwin Wasey Company of Canada.	1,500

TOTAL \$35,121,625

American Broadcasting Co. 1950 Industrial Classifications

Month	1950	1949
January	\$ 225,865	\$ 6,273
February	189,968	18,671
March	341,002	26,352
April	362,119	47,359
May	357,508	132,146
June	388,266	119,835
July	213,522	119,674
August	249,846	115,002
September	476,996	165,480
October	1,181,199	217,199
November	1,268,088	211,660
December	*1,216,131	219,337

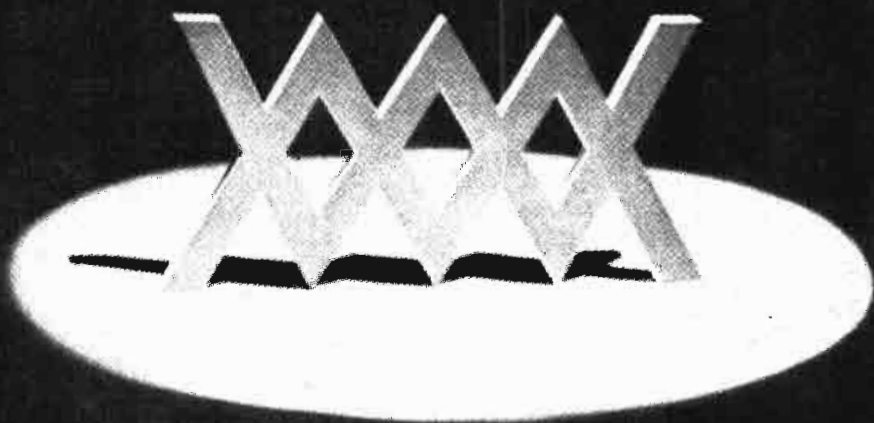
TOTAL \$6,470,916 \$1,391,994

* Estimated

American Broadcasting Co. 1950 Sponsor Expenditures (AM Radio Network)

General Mills, Inc.	\$ 1,910,766
Swift & Company.	2,696,534
Sterling Drug Co.	2,312,512
Phillip Morris & Co., Ltd., Inc.	2,153,557
P. Lorillard Company.	1,942,056
Phileo Corporation.	1,618,996
Gillette Safety Razor Co.	1,412,661
Serutan Company.	1,073,382
The Quaker Oats Company.	955,010
H. J. Heinz Company.	943,678
Pepsi Cola Company.	925,610
Equitable Life Assurance Society of the U. S.	924,581
The Norwich Pharmacal Co.	843,782
Gospel Broadcasting Assn.	802,229
The Andrew Jergens Co.	685,320
General Motors Corp.	613,884
William R. Warner & Co., Inc.	607,566
George A. Hormel & Co.	541,755
Seeman Brothers, Inc.	536,339
Pacific Coast Borax Co.	480,563
Adam Hat Stores, Inc.	439,443
Lutheran Laymen's League.	436,652
The Frank H. Lee Company.	387,796
Bruner-Ritter, Inc.	346,931
Spidel Company.	316,324
Miles Laboratories, Inc.	310,960
Pan American Coffee Bureau.	310,512
The Texas Company.	304,930
Libby, McNeil & Libby.	282,275

Since 1898



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

Agency—Network—Sponsor Billings

Trimount Clothing Company, Inc.	265,614
Champion Spark Plug Co.	264,177
Miller Brewing Co.	260,469
Voice of Prophecy, Inc.	250,329
The Goodyear Tire & Rubber Co., Inc.	247,800
Longines-Wittnauer Watch Co.	222,338
R. J. Reynolds Tobacco Co.	222,054
American Oil Co.	196,657
Mars, Inc.	184,567
Block Drug Co., Inc.	182,556
Dawn Bible Students Assn.	181,743
Petri Wine Co.	155,963
The Christian Science Monitor.	150,547
Richfield Oil Corp.	149,608
American Bakeries Co.	149,074
Carter Products Co.	133,924
Club Aluminum Products Co.	118,715
Westinghouse Electric & Manufacturing Co.	116,269
Smith Brothers	111,620
Sylvania Products Co.	110,858
Political	108,443
Green Spot, Inc.	103,022
The Southern Baptist Convention	96,861
Dolcin Corporation	85,092
Botony Mills, Inc.	72,910
Dr. Billy Graham.	65,016
Wm. H. Wise & Co., Inc.	64,497
Peter Paul, Inc.	63,785
Ford Motor Co.	63,029
Ronson Art Metal Works, Inc.	58,364
Revere Camera Co.	50,130
Phillips Petroleum Co.	45,781
Western Stove Co., Inc.	37,846
Burton Dixie Co.	37,000
Dennisons Foods Co.	31,828
Pietsweet Foods, Inc.	31,388
Stanley Home Products, Inc.	30,966
Doubleday & Company, Inc.	30,543
Institute of Religious Science.	26,907
Fruehauf Trailer Co.	24,499
Langendorf United Bakeries, Inc.	23,617
National Association of Manufacturers	17,850
Save By Mail.	16,000
Dr. Hiss Shoe Stores.	15,930
U. S. Army	15,518
Scudder Food Products Co.	15,115
United Electrical, Radio & Machine Workers of America	13,651
Gifts by Mail.	11,196
Labor League of Political Education	13,644
American Medical Association.	9,294
Waltham Watch Company.	8,875
Communication Workers of America	7,454
Wilson Sporting Goods Co.	6,814
Pacific Greyhound Lines.	6,528
Reynolds Metal Co.	4,544
Fisher Body Division of General Motors Corp.	4,278
Regal Amber Brewing Company	4,134
Omnibook, Inc.	3,937
Lucky Lager Brewing Co.	3,168
P. J. Ritter Company	2,285
McColl Frontenac Oil Co.	1,500

TOTAL \$35,124,625

TV Gross Network Time Sales 1950 Classifications

Automobiles, Trucks and Accessories \$ 1,285,332

Food and Food Products.	1,138,053
Beverages.	844,557
Radios, Refrigerators, Phonographs, & Electrical Appliances.	818,717
Cigars, Cigarettes & Tobacco.	499,485
Religion.	274,649
Laundry Soaps and Cleansers.	251,382
Clothing & Dry Goods.	234,831
Confectionery.	226,381
Jewelry & Accessories.	220,548
Lubricants, Petroleum Products & Fuel.	196,949
Drugs and Toilet Goods.	164,577
Hardware.	131,585
Household Furnishings & Accessories.	85,630
Miscellaneous.	71,347
Publications.	12,612
Steel.	7,359
Politicals.	4,720
Photographic Equipment.	2,696
TOTAL.	\$ 6,470,510

American Broadcasting Co. TV Gross Web Time Sales 1950

General Mills, Inc.	476,374
P. Lorillard Company.	457,675
Admiral Corporation.	359,429
The Goodyear Tire & Rubber Company, Inc.	350,608
Canada Dry Ginger Ale, Inc.	315,216
Chrysler Corporation.	302,010
Packard Motors, Inc.	279,992
Schlitz Brewing Co.	227,733
Philco Corporation.	222,077
Blatz Brewing Company.	197,727
Young Peoples Church of the Air.	188,302
Sun Oil Company.	180,549
Bendix Home Appliances, Inc.	171,131
Hudson Motor Car Co.	149,670
Pontiac Division of General Motors Corporation.	130,080
Kellogg Company.	127,901
Gruen Watch Company.	115,170
Best Foods, Inc.	111,070
Peter Paul, Inc.	107,950
Ronson Art Metal Works, Inc.	105,378
Peters Shoe Co.	102,145
Campana Sales Co.	100,650
American Safety Razor Co.	98,475
Kno Mark Mfg. Co., Inc.	96,282
Wine Corporation of America.	93,600
M. & M., Ltd.	93,160
Wander Company.	91,700
Green Giant Company.	85,320
General Shoe Corporation.	84,506
Seeman Bros.	81,510
Procter & Gamble Co.	80,925
American Dairy Association.	72,420
Griffin Manufacturing Co., Inc.	74,175
Gospel Broadcasting Assoc.	70,748
Libby, McNeill & Libby.	68,847
Chesebrough Manufg. Co.	63,927
Ironrite Ironers Corporation.	63,180
The E. F. Goodrich Rubber Co.	62,163
Arthur Murray, Inc.	53,366
Arnold Bakers, Inc.	51,480
American Bakeries Co.	42,912
American Tobacco Co.	37,084
Gillette Safety Razor Co.	33,110
Mason Au Magenheimer Co.	25,280
Florsheim Shoe Company.	25,160
Exquisite Form Brassiere, Inc.	19,920
Lutheran Laymen's League.	15,600
The Texas Company.	15,500
George S. May Company.	12,390



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

Agency—Network—Sponsor Billings

Ford Dealers Association.....	10,808
Pabst Sales Company.....	10,280
Ranger Joe Corporation.....	10,000
Allegheny Ludlum Steel Co.....	7,359
Homecrafts.....	7,272
Doubleday & Company.....	5,340
Radio Offers Co.....	5,071
Cigar Enjoyment, Inc.....	4,727
Political.....	4,720
C. & W. Enterprises, Inc.....	4,120
Gotham Hosiery Co.....	3,100
Hotpoint, Inc.....	2,900
Bell & Howell, Inc.....	2,696
Jackson & Perkins Co.....	520
TOTAL	*\$6,470,510

**American Broadcasting Co.
1950
Agency TV Gross Billings**

Young & Rubicam, Inc.....\$	858,334
Dancer-Fitzgerald-Sample, Inc..	590,409
Lennen & Mitchell, Inc.....	457,675
Ruthrauff & Ryan, Inc.....	396,347
Kudner Agency, Inc.....	374,929
J. M. Mathes, Inc.....	315,216
Hutchins Advertising Company, Inc.....	222,077
Brooke, Smith, French & Dor- ance, Inc.....	212,850
McCann, Erickson, Inc.....	208,633
Kastor, Farrell, Chesley & Clif- ford, Inc.....	197,728
J. M. Camp Co.....	188,301
Hewitt, Ogilvy, Benson & Mather, Inc.....	180,549
Tatham, Laird, Inc.....	171,131
MacManus, Hohn & Adams, Inc.....	130,080
Kenyon & Eckhardt, Inc.....	127,901
Stockton, West & Burkhardt, Inc.....	115,170
Earle Ludgeh & Co.....	111,070
Maxon, Incorporated.....	110,851
Grey Advertising Agency, Inc..	105,378
Henri, Hurst & McDonald, Inc..	102,146
H. W. Kastor & Sons Advertis- ing Co., Inc.....	100,650
Batten, Barton, Durstine & Os- born, Inc.....	99,247
Ernie Mogul Co., Inc.....	96,282
Weiss & Geller, Inc.....	93,600
William Esty Company, Inc.....	93,150
Grant Advertising, Inc.....	91,700
Leo Burnett Company, Inc.....	85,320
William H. Weintraub Co., Inc.	81,510
J. Walter Thompson, Company, Birmingham, Castleman & Peirce, Inc.....	74,175
Campbell Mithum, Inc.....	72,420
R. H. Alber Company.....	70,748
Benton & Bowles, Inc.....	51,480
Tucker Wayne & Company.....	42,942
Turner Leach & Company, Inc..	25,280
Gordon Best Company.....	25,160
Brandford Advertising Inc.....	19,920
Huber, Hoge & Sons.....	18,203
Gotham Advertising Company, Inc.....	15,600
H. N. Fisher Associates.....	12,390
Warwick & Legler, Inc.....	10,280
Lamb & Keen, Inc.....	10,000
Walter Downing Agency.....	7,359
The Wesley Associates.....	4,726
Pollicals.....	4,720
The Mail Order Network.....	4,120
Sterling Advertising Agency.....	3,099
TOTAL	\$ 6,470,510

**American Broadcasting Co.
1949-50
Gross Monthly Billings
(AM Radio Network)**

Month	1950	1949
January.....	\$ 3,454,221	\$ 4,067,907
February.....	3,147,208	3,845,610
March.....	3,454,338	4,238,780
April.....	3,115,897	3,893,730
May.....	3,242,000	4,030,915
June.....	2,880,220	3,387,939
July.....	2,255,647	2,788,103
August.....	2,240,885	2,544,141
September.....	2,416,631	3,076,900
October.....	3,009,205	3,404,713
November.....	2,973,103	3,406,989
December*.....	2,926,270	3,656,492
TOTAL	*\$35,124,625	\$42,342,225

* Estimated

**American Broadcasting Co.
1949-50 TV Gross Time Sales**

Food & Food Products.....	\$10,893,830
Drugs & Toilet Goods.....	7,099,430
Cigars, Cigarettes & Tobacco..	4,317,668
Religion.....	1,859,737
Radios, Refrigerators, Phono- graphs & Elec. Appliances.....	1,846,124
Beverages.....	1,452,350
Automobiles, Trucks & Access..	1,217,667
Clothing & Dry Goods.....	1,165,662
Jewelry & Accessories.....	952,833
Insurance and Personal Loans..	924,582
Household Furnishings & Acc.	760,866
Lubricants, Petroleum Products & Fuel.....	698,476
Hardware.....	659,945
Laundry Soaps and Cleaners....	480,563
Publications.....	249,524
Confections.....	248,952
Miscellaneous.....	125,082
Political.....	108,443
Photographic Equipment.....	50,190
Sporting Goods.....	6,815
Transportation & Travel.....	6,528
TOTAL	*\$35,124,625

**Mutual Broadcasting System
1950 Gross Billings**

	Monthly
January.....	\$ 1,678,889
February.....	1,401,403
March.....	1,410,682
April.....	1,441,454
May.....	1,356,580
June.....	1,204,638
July.....	1,060,002
August.....	1,090,222
September.....	1,246,463
October.....	1,534,526
November.....	1,357,529
December.....	1,320,406
TOTAL	\$16,102,797

Note: December billings estimated.

MARJORIE MORROW

casting consultant

ACTORS

WRITERS

DIRECTORS

PRODUCERS

SPONSORS

AGENCIES

MARJORIE MORROW

Co-ordinated Casting Consultants

CHickering 4-0641
New York 18, N. Y.

Paramount Bldg.
1501 Broadway

Agency—Network—Sponsor Billings

Mutual Broadcasting System 1950 Sponsor Expenditures

Quaker Oats Co.....	\$ 1,365,937
Miles Laboratories, Inc.....	1,350,584
American Federation of Labor.....	1,346,774
Johns-Manville Corp.....	1,238,373
Ronson Art Metal Works.....	847,563
Ralston Purina Co.....	788,734
U. S. Tobacco Co.....	642,052
Cudahy Packing Co.....	618,488
General Foods Sales Corp.....	607,091
National Biscuit Co.....	566,005
Williamson Candy Co.....	550,484
Rhodes Pharmacal Co.....	533,200
Grove Laboratories, Inc.....	443,700
Lutheran Laymen's League.....	440,098
Kellogg Co.....	438,359
Gulf Oil Corp.....	402,704
Radio Bible Class.....	343,342
Ford Motor Co.....	317,788
Voice of Prophecy, Inc.....	315,804
Noxzema Chemical Co.....	271,516
Christian Reformed Church.....	260,136
Gillette Safety Razor Co.....	238,746
Derby Foods, Inc.....	221,024
Anahist Co., Inc.....	212,787
R. B. Semler, Inc.....	197,704
Murine Co., Inc.....	137,139
Chamberlain Sales Corp.....	126,763
Mail Pouch Tobacco Co.....	125,181
Burrus Mill & Elevator Co.....	118,875
Politicals.....	95,543
R. J. Reynolds Tobacco Co.....	88,702
Beltone Hearing Aid Co.....	86,932
Doubleday & Co., Inc.....	84,785
Benjamin Moore & Co.....	68,243
Dawn Bible Students Asso.....	57,388
Amurod Products Co.....	54,956
First Church of Christ Scientist	48,912
General Mills, Inc.....	48,124
Delaware, Lackawanna & West-	
ern Coal Co.....	44,192
Save-by-Mail, Inc.....	42,253
Pal Razor Blade Co.....	40,560
Bowey's, Inc.....	39,147
William H. Wise & Co., Inc.....	36,170
Shriners East-West Football	
Conference.....	36,120
Wilson Sporting Goods Co.....	29,614
Muntz TV, Inc.....	25,586
American Bird Products, Inc.....	25,418
Hallcrafters Co.....	20,024
Perfect Circle Co.....	14,765
Mutual Benefit Health & Acci-	
dent Ass'n. of Omaha.....	14,040
A. O. Smith Co.....	11,166
National Education Campaign	
of American Medical Asso.....	7,393
Whitehouse Corp.....	6,079
Shipstad & Johnson.....	5,619
Radio Offer Co.....	2,962
National Council Protestant	
Episcopal Churches.....	2,053
TOTAL.....	\$16,102,797

Note: December billings estimated.

Mutual Broadcasting System 1950 Industrial Classifications

Food and Food Beverages.....	\$ 4,194,196
Drugs and Toilet Goods.....	3,328,349
Religious.....	1,463,680
Labor and Politics.....	1,442,317
Building Materials.....	1,249,739

Laundry & Household Supplies.....	1,021,192
Cigars, Cigarettes & Tobaccos.....	855,935
Jewelry and Silverware.....	847,563
Confectionery and Soft Drinks.....	550,484
Paints and Hardware.....	347,549
Automobiles & Accessories.....	332,553
Miscellaneous.....	214,829
Stationery and Publishings.....	120,965
Radio and Phonographs.....	45,610
Lubricant, Petroleum & Fuel.....	44,192
Sporting Goods.....	29,614
Finance and Insurance.....	14,040
TOTAL.....	\$16,102,797

Mutual Broadcasting System 1950 Agency Gross Billings

J. Walter Thompson Co.....	\$ 1,556,361
Sherman & Marquette.....	1,365,937
Furman, Feiner & Co., Inc.....	1,356,482
Wade Advertising Agency.....	1,350,584
Grey Advertising Agency, Inc.....	847,563
Young & Rubicam, Inc.....	793,368
Kudner Agency, Inc.....	642,052
Grant Advertising, Inc.....	618,488
O'Neil, Larson & McMahon,	
Inc.....	588,156
McCann-Erickson, Inc.....	566,005
Aubrey, Moore & Wallace, Inc.....	550,484
Gardner Advertising Co.....	512,442
Harry B. Cohen Adv. Co., Inc.....	443,700
Gotham Advertising Co., Inc.....	440,098
Kenyon & Eckhardt, Inc.....	438,359
Stanley G. Boynton Radio Adv.	
Western Advertising Agency.....	343,342
Batten, Barton, Durstine & Os-	
born, Inc.....	286,452
Brown Radio Productions, Inc.....	276,293
Sullivan, Stauffer, Colwell &	
Bayles, Inc.....	271,516
Glenn-Jordan-Stoetzel, Inc.....	260,136
Maxon, Inc.....	238,746
Needham, Louis & Brorby, Inc.....	221,924
Benton & Bowles, Inc.....	216,427
Foote, Cone & Belding, Inc.....	212,787
Erwin, Wasey & Co., Inc.....	197,704
Huber Hoge & Sons.....	130,000
Charles W. Hoyt Co., Inc.....	125,181
Tracy-Locke Co., Inc.....	118,875
William Esty Co., Inc.....	88,702
Olian Advertising Co.....	86,932
St. Georges & Keyes, Inc.....	68,243
Sorensen & Co.....	59,171
William Gleason & Co.....	57,388
Direct.....	55,248
H. B. Humphrey Co.....	48,912
Knox-Reeves, Inc.....	48,124
Ruthrauff & Ryan.....	44,192
Ben Sackheim, Inc.....	42,867
Al Paul Lufton Co.....	40,560
Thwing & Altman, Inc.....	36,170
Ewell & Thurber Associates.....	29,614
Henri, Hurst & McDonald, Inc.....	25,931
Michael Shore Advertising Co.....	25,586
Weston-Barnett, Inc.....	25,418
Bozell & Jacobs, Inc.....	14,040
Campaigns, Inc.....	7,392
The Mail Order Network.....	6,079
Walter McCreery, Inc.....	5,619
Van River & Crowe, Inc.....	2,053
Friend & Kreiger, Inc.....	1,404
Van Wood Advertising.....	250
TOTAL.....	\$16,102,797

Note: December billings estimated.



✓ Check Nielsen Reports

✓ Check Sales Reports

KUDNER AGENCY, INC.

for Tops in Television

NEW YORK SAN FRANCISCO DETROIT WASHINGTON



ADVERTISING AGENCIES

RADIO AND TELEVISION

Personnel



Addresses



Phone Numbers



Agency Affiliations



Network Accounts



Local Accounts

NINETEEN FIFTY-ONE



BBDO

RADIO TELEVISION



National Network Programs

RADIO

AMERICAN TOBACCO CO., INC.

Lucky Strike Cigarettes
"The Jack Benny Program"
"Your Hit Parade"

ARMSTRONG CORK COMPANY

Quaker Rugs
"Theatre of Today"

DE SOTO-PLYMOUTH DEALERS OF AMERICA

Groucho Marx in
"You Bet Your Life"

CREAM OF WHEAT CORPORATION

Cream of Wheat
"Let's Pretend"

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

"Cavalcade of America"

EMERSON DRUG COMPANY

Bromo-Seltzer
"Hollywood Star Playhouse"

GEO. A. HORMEL & COMPANY

Canned Meat Products
"Music With the Girls"

REXALL DRUG COMPANY

Drug Products
"Amos 'n' Andy"

U. S. STEEL CORPORATION

"Theatre Guild on the Air"

WILDROOT COMPANY, INC.

*Wildroot Cream-Oil Hair Tonic and
Wildroot Liquid Cream Shampoo*
"Charlie Wild, Private Detective"

TELEVISION

AMERICAN TOBACCO CO., INC.

Lucky Strike Cigarettes
"Robert Montgomery Presents—
Your Lucky Strike Theatre"
"The Jack Benny Television Show"
"This Is Show Business"
"Your Hit Parade"

ARMSTRONG CORK COMPANY

Floor Coverings, Building Materials
"Armstrong's Circle Theatre"

DE SOTO-PLYMOUTH DEALERS OF AMERICA

Groucho Marx in
"You Bet Your Life"

GENERAL MILLS, INC.

"Betty Crocker Program"

THE B. F. GOODRICH COMPANY

Silvertown Tires
"B. F. Goodrich Celebrity Time"

MINNESOTA MINING & MFG. CO.

"Scotch" Brand Cellophane Tape
"Your Show of Shows" (participating)

WILDROOT COMPANY, INC.

*Wildroot Cream-Oil Hair Tonic and
Wildroot Liquid Cream Shampoo*
"Charlie Wild, Private Detective"
"The Jack Carter Show" (participating)

BATTEN, BARTON, DURSTINE & OSBORN, Inc.
Advertising

NEW YORK · BOSTON · BUFFALO · CHICAGO · CLEVELAND · PITTSBURGH
MINNAPOLIS · SAN FRANCISCO · HOLLYWOOD · LOS ANGELES · DETROIT

ADVERTISING AGENCIES

Agency Recognition Symbols

- AAAA . . . *American Association of Advertising Agencies*
 ABC . . . *Audit Bureau of Circulation*
 ABP . . . *Associated Business Papers*
 ANPA . . . *American Newspaper Publishers' Association*
 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. 53rd St., New York 22, N. Y.

Phone: EL 5-5158

ANPA—APA

President Bliss Woodward
 Radio Director 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 15th St., Oakland 12, Calif.

Phone: HIgate 4-6530

CNPA

Owner-Radio-TV Prod. Dir. Ad Fried
 Radio & TV Producers William Muir,
 Diana Springer, Faye Gillespie
 Radio & TV Time Buyer Faye Gillespie
 Program Manager Diana Springer
 Music Director Elaine Trigger
 Production Manager William Muir
 Radio & TV Library Diana Springer
 Dir. TV Productions Ad Fried
Radio Accounts: Bigelow Films (Motion Picture Films), Berkeley, Calif.; Bell Smoked Fish Co. (Tara Bell Brand Products), San Francisco, Calif.; Dr. J. J. Citron Dental Offices, Cochran & Celli Chevrolet Dealers, Commercial Sales Truck Co. (Trucks), Oakland, Calif.; Buy-Rite Truck & Equipment Co. (Heavy Duty Equipment), Port of Oakland & Houston, Texas; Coy

Hair Curler, Oakland, Calif.; Crescent Jewelry Co. (Jewelry), Hayward-Oakland, Calif.; Davi Miracle Foam (Rug & Upholstery Cleaner), Betty Elizabeth Shampoo (Shampoos), F.-H. Daily Motor Co. (Automotive), Henry de Lugach Real Estate, Morwear Paint Co. (Paints), Holly Meat Co. (Holly Brand Products), Morse-Starrett Products (Wire Rope Cutters), Oakland Frame & Axle Co., Pelex Beauty Products (USA) (Cosmetics), Berkeley, Calif.; Pelex Beauty Products (Canada), (Cosmetics), Penetang, Ontario, Can.; Rocsil Shoe Co. (Vitality Shoes), Oakland; Rhodes — Jamieson, Ltd. (Building Materials), San Leandro, Calif.; Quality Laundries (Laundry Services to Cleaning Firms), Swan's Markets, Oakland, Calif.; Troiel Companies (Ply Hole Covers), Berkeley, Calif.; The Quiet Hour, Royal Art Galleries, Minit-Man Auto Laundries, Foster & Louis Insurance, Lon Winston Co., Lo Fare Cab Co., Oakland, Calif.; Smith Bros. "MAC" Compound (Stomach Remedy), Walnut Creek, Calif.; Fidelity Roof Co., Oakland, Calif.

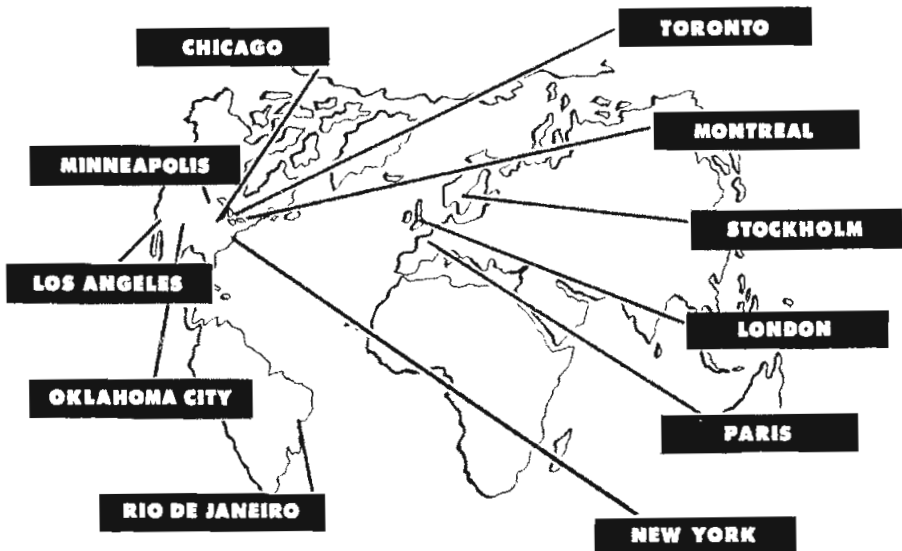
TV Accounts: Bell Smoked Fish Co. (Tara Bell Canned Salmon & Tuna), San Francisco, Calif.; Cochran & Cell Chevrolet Dealers, Davi Miracle Foam (Rug & Upholstery Cleaner), Betty Elizabeth Shampoo, F. H. Daily Motor Co. (Auto Dealer), Oakland, Calif.; El Nido Restaurant, Lafayette, Calif.; G & W Refrigeration Co. (Ice Makers), Lake Merritt Hotel (Dining &

*An
International*
“NETWORK”!

**ERWIN, WASEY
& COMPANY**

**Complete Advertising Facilities
including Radio & Television**

in



. . . Advertising Agencies . . .

Dancing), Quality Laundries (Laundry Service for Cleaning Firms), Lo Fare Cab Co., The Quiet Hour (Religious), Dick's Home Furnishings (Furniture), West Coast Soap Co. (White Navy Soap & Powder), Oakland, Calif.

WILLIAM HART ADLER, INC.

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

ABP

Pres.-Treas. William Hart Adler
V.-P., Secy., Art Dir. Warren Shuster
Personnel Director James W. Taylor
Production Manager Al Stove
Media & Research Dir. George Bronberg
Asst. to Pres. Kenneth C. Ring
Acct. Execs. W. H. Adler,
Warren Shuster, Kenneth Ring, George
Bronberg, H. F. Willson

ADMASTERS ADVERTISING, INC.

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

ABP—PPA

President John E. Waterfield
Secretary E. H. Bell
Production Manager V. E. VanderSchaat
Copy Chief J. DuVall

ADVERTISERS' B'CASTING CO.

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

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

Radio Accounts: Foreign Language Programs; General Foods Corp. (Maxwell House Coffee, Instant Maxwell House, Diamond Crystal Salt, Post Cereals); I. Rokeach & Sons, Inc. Food Products; Horowitz-Margaret (Food Products); Breakstone Bros. (Dairy Products); R. B. Davis Co. (Davis Baking Powder, Cocomalt); Colgate-Palmolive-Pect Co. (Colgate Dental Cream, Ajax); B. T. Babbitt, Inc. (Bab-O, Glim); Whitehall Pharmaceutical Co. (Anacin); American Home Foods (Duff's Mixes, G. Washington Instant Coffee, Clapp's Baby Foods); The Best Foods, Inc. (Heckers' Cream Farina, H-O Oats, Hellman's Real Mayonnaise); Ralston-Purina Co. (Ralston, Instant Ralston, Shredded Ralston, Ry-Krisp); Duffly-Mott Co. (Sunsweet Prune Juice, Mott's Apple Juice); Penick & Ford, Ltd., Inc. (My-T-Fine Desserts); The Borden Co. (Borden's Cream Cheese, Borden's Instant Coffee); Fels, Inc. (Felso); Dugan Bros. (Dugan's Breads); Carter Products, Inc. (Arrid); Florida Citrus Exchange (Florigold Oranges & Grapefruit); The

Birkett Mills (Wolff's Buckwheat Products); Campbell Soup Co. (Campbell's Soups); Cream of Wheat Co. (Cream of Wheat); The Boyle-Midway Co. (Aerowax, Wizard Wick, Auto-Brite, Black Flag); Mrs. Grass' Noodle Soup; Seec & Kade, Inc. (Pertussin); The S.O.S. Co. (S.O.S. Cleaning Pads); International Salt Co. (Red Cross Salt); Gordon Baking Co. (Silvercup Bread); Pet Milk Sales Corp. (Pet Milk); Lever Bros. Co. (Spry, Silver Dust); The Procter & Gamble Co. (Crisco, Tide, Spic & Span); Maltex Co. (Maltex Cereal); Public National Bank & Trust Co.

ADVERTISING COUNSELORS

Spreckels Bldg., San Diego 1, Calif.

Phone: Franklin 0545

ABP—ANPA—PPA

Owner Buckleigh Oxford
Chief Acct. Exec. Mary Alice Haggard
Production Esta Burton

Radio Accounts: Ace Welding & Trailer Co., San Diego, Calif.; San Diego Industries, Inc., Martin & Gorton Insurance, Arey-Jones Co., Huff Rug Stretcher, McChesney Specialty Works, Cardiff, Independent Sales Co. (Direct Mail Novelties), San Diego; Huff Rug Stretchers, La Mesa; 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 & Treasurer J. Lynn Miller
Vice-President M. T. Miller
Secretary A. G. Timewell
Production Manager F. T. Cook
Art Director Robert Bowers
Radio-TV Dept.

TV Director Aubrey F. Watson
Properties Harry Coronet
Copy N. M. Miller

Branch Office

416 E. Main St., Richmond 19, Va.

Phone: 3-5667

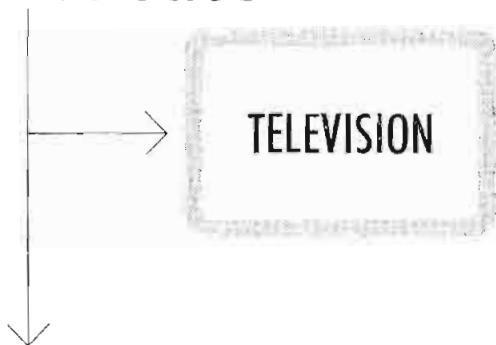
Manager A. F. Watson

Radio Accounts: Virginia Electric & Power Co. (Public Utility), Richmond, Fredericksburg & Potomac RR; Virginia Hospital Service, Assn. Commonwealth Motors, Inc. (Ford Automobiles), Henry Haase (Furs), Virginia Dairy (Milk products), Richmond, Va.

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

Ford Theater

on



GARTH MONTGOMERY — *producer*

FRANKLIN SCHAFFNER — *director*

AL OSTRANDER — *settings*

BEN LUDLOW — *music*

ART HANNES — *announcer*

production — **KENYON & ECKHARDT INC.**

PRESENTED BY

FORD MOTOR COMPANY

Advertising Agencies

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 Assn. (Auto Club Service & Insurance), Madison, Wis.

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

THE AITKIN-KYNETT CO.

1400 South Penn Square,

Philadelphia 2, Pa.

Phone: RIttenhouse 6-7810

AAAA—APA—NOAB—ABP—ANPA

PPA—ABC—BMB

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

Art Director F. Wade Lane
Production Manager W. B. Turner
Space & Radio Time Buyer E. M. Gretz
Acct. Execs. George B. Barnard,
Harold B. Montgomery, Allen C. Smith

Radio Accounts: Phillips Packing Co., Inc.; Felton-Sibley & Co., Inc.; Old Reading Brewery, Inc.; Bachman Bakeries, Inc.; Wm. Montgomery Co.; Mrs. Paul's Kitchens.

R. H. ALBER CO.

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

Phone: HOLLYWOOD 9-8273

ANPA

Exec. Vice-Pres. Pauline Hagen
Secretary Evelyn R. Jones
Dir. of Radio & TV Pauline Hagen

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

TV Account: Gospel Broadcasting Assn.

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 and Karl M. Joens

Account Executives Robert H. Reynolds,
Claude F. Anderson, Floyd Mellen, Jack
Hultgren, John Enis

Dir. of Radio & TV Milt Stephen
Asst. Director of

Radio & Television Don B. Amsden, Jr.
Continuity and Scenario

Writer Clare Murphy

Continuity Writer Alice Helker
Steno. & Librarian Dona Rech
Orders Maxine Edgerton

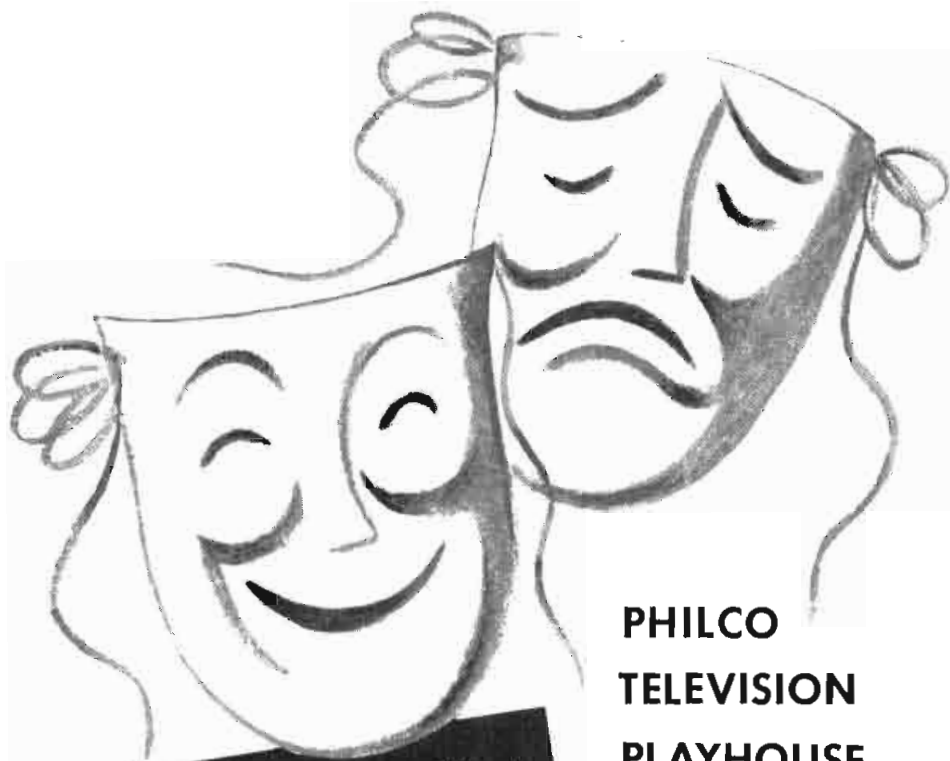
Radio Accounts: Omaha Public Power District (Public Utility), Nebraska-Iowa Electrical Council (Electrical Dealers' Organization), General Electric Supply Corp. (Electrical Appliances), P. F. Petersen Baking Co. (Bakery Products), Byron Reed Company (Real Estate, Farm Management), George H. Lee Company (Biologics and Pharmaceuticals), Merchants Biscuit Company (Bakery Products), Mueller-Selby, Inc. (Motorola Distributor), Paramount Radio Shop (Appliances), T. H. Maenner Company (Gunnison Homes, U. S. Steel), Webber Motors (Automobiles, Trucks and Equipment), United States National Bank, Ted's Pen Shop (Pens, Cards, Stationery, etc.), Fairmont Foods Co. (Poultry and Livestock Feed), Evans Laundry, Tekseed Hybrid Co. (Hybrid Corn), Einot Home Permanent (Home Permanent Wave), Graybar-Hotpoint (Appliances), Pioneer Glass & Paint Co. (Paint, Wallpaper, Glass), Hill Hotel, Omaha Body & Equipment Co. (Truck Bodies), Omaha Stationery Co. (Office Supplies, etc.), Boyles College, Micklin Lumber Co. (Builders' Supplies), Behlen Manufacturing Co. (Corn Cribs, etc.), Boyer Lumber & Coal Co. (Lumber and Coal), First National Bank of Beatrice, Crosley (Appliances), Carpenter Oil Co. (Gas, Oil and other Automotive Products), Midwest Clean-It Co. (All Purpose Cleaner), Bi-State Distributing Co. (Bendix), (Washers, Dryers, etc.), Multiple Listing Exchange (Real Estate), Northrup-Jones (Cafeteria, Bakery), Electric Fixture & Supply Corp. (Crosley Distributors), Omaha, Neb.

TV Accounts: T. H. Maenner Co. (Gunnison Homes, U. S. Steel), Paramount Radio Shop (Appliances), Omaha Public Power District (Public Utility), Webber Motors (Automobiles, Trucks and Equipment), Merchants Biscuit Co. (Bakery Products), Ted's Pen Shop (Pens, Cards, Stationery), P. F. Petersen Baking Co. (Bakery Products), Graybar-Ratheon, Bi-State Distributing Co. (Bendix), (Washers, Dryers, etc.), Evans Laundry, Graybar-Hotpoint (Appliances), Youngstown Kitchens (Kitchen Fixtures), Micklin Lumber Co. (Builders' Supplies), Multiple Listing Exchange (Real Estate), Northrup-Jones (Cafeteria, Bakery), Crosley (Appliances), Electric Fixture & Supply Corp. (Crosley Distributors), Sol Lewis (Appliances), Nebraska-Iowa Electrical Council (Electrical Dealers' Organization), General Electric Supply Corp. (Electrical Appliances), Byron Reed Co. (Real Estate, Farm Management), Mueller-Selby, Inc. (Motorola Distributor), Hill Hotel (Hotel and Restaurant), Omaha, Neb.

PHILCO TELEVISION PLAYHOUSE

The Play's the Thing

WITH PHILCO BALANCED BEAM TELEVISION



Other Philco Sponsored Shows

BREAKFAST CLUB with DON McNEILL
ABC Network — Daily
Monday to Friday, 9:45 to 10 A.M., E.S.T.

DON McNEILL'S TV CLUB
ABC-TV Network
Wednesday, 9 to 10 P.M., E.S.T.

**PHILCO
TELEVISION
PLAYHOUSE**

Sundays

9 to 10 P.M., E.S.T.

NBC-TV Network

Famous for Quality the World Over



Advertising Agencies

ALLEY & RICHARDS, INC.

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

Phone: LEXington 2-3020

AAAA—ABC—ABP—ANPA—NOAB
APA—PPA

President.....H. L. Whittenore
Vice-Pres. & Secy.....C. A. Holcomb
V.P.-Treas. and Media Dir...H. M. Billerbeck
V.P. and Creative Dir.....D. H. Uptegrove
Art Director.....Harry Rocker
Dir. Pub. Relations.....E. H. Tiffany, Jr.
Production.....George Little
Account Executive.....Milton Towne
Production Manager.....John B. Snyder

Branch Office

Statler Office Bldg., Boston 16, Mass.

Phone: HUBbard 2-8850

Vice-President.....J. T. Coenen
Vice-President.....Paul B. Cavanagh
Radio-TV Director.....Barbara Kcane
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,
Tannton, 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

Pres. & Gen. Mgr.....W. Fehr Gardner
Vice-President.....A. Howard Esary
Space Buyer.....Pat Nielson
Treasurer.....Maxine D. Blankenship
Art Director.....Jack Rohbins
Prod. Mgr. & Radio Dir...Stuart Heinemann
Account Exees.....Dick Bartlett,
Lou Sterling, Milton Hoffman, Bart Ross

Branch Office

Pacific Bldg., San Francisco, Calif.

Phone: DOUglas 2-7018

Manager.....Jack Gregory
Radio Accounts: Dr. F. E. Campbell (Den-
tistry), Star Piano Co. (Pianos), Gold Fur-
niture Co. (Furniture), Los Angeles; Prid-
ham Davis Optometrist (Optometrist), Los
Angeles; Dundee Smart Clothes (Clothes),
Progressive Optical Co. (Optical Co.), San
Francisco; Pacific Finance Co. (Loans),
West Pico Furniture Co. (Furniture), Thrif-
tee Outlet (Clothing), United Radio & App.
Co. (Sporting Goods), Los Angeles, Calif.
TV Accounts: Star Piano Co. (Pianos),
Los Angeles; Auction Park (Auction), Cul-
ver City, Calif.

ANDERSON & CAIRNS

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

Phone: PLaza 3-5200

AAAA—ANPA—APA—PPA

Chairman of the Bd...T. Hart Anderson, Jr.
President.....John A. Cairns
Executive Vice-Pres.....Joseph H. Smith
Treasurer.....Abrabam Fisher
Director of Radio & TV

Time Buyer.....Victor Seydel
Radio Accounts: Alderney Dairy Co.
(Dairy Products), Newark, N. J.; Alexander
Smith (Carpets), Yonkers, N. Y.; Hillman
Minx Motor Car, Rolls Razor (Razor),
British Automobile Show (Exposition),
Natl. Home Furnishings Show; Walnut Pipe
Tobacco, Philadelphia, Pa.; C. H. Masland
& Sons.

TV Accounts: C. H. Masland & Sons
(Carpets), Carlisle, Pa.

CLAUDE ANIOL & ASSOCIATES

Smith-Young Tower, San Antonio, Tex.

Phone: Fannin 9148

SNPA—PPA

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

ASSOCIATED ADVERTISING AGENCY, INC.

737 Dixie Terminal Bldg., Cincinnati 2, O.

Phone: Main 5784

ABP—ANPA—PPA—APA—NOAB

President.....Sam Malcolm Levy
Secy. & Treas.....I. C. Levy
Service.....Russel C. Cook
Director Radio-TV.....Stephen Freiberg
Radio Accounts: Hotel Gibson, Ford Deal-
ers of Northern Ky., Ford Dealers of Greater
Cincinnati, Linder Ice Cream Co. (Ice
Cream), Hotel Sinton, Cincinnati.

ASSOCIATED BUSINESS COUNSELORS, INC.

Fox Bldg., Detroit 1, Mich.

Phone: WOODward 1-7878

President.....Franklin A. Johns
Vice-Presidents..Fred Gould, Lansing Moore
Secretary.....T. R. Johns
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

ABP—ANPA

Owner & Acct. Exec....Alfred A. Atherton
Copy Chief.....Humbrey M. Bourne
Space & Time Buyer.....Alice Asdour

V. S. BECKER *Productions*

Producers of Package Shows & Spots
for Television & Radio

(Live and Film)

Agents for Talent and Musicians

562 Fifth Avenue
New York 19, N. Y.

LUXemburg 2-1040

. . . Advertising Agencies . . .

Radio Accounts: Dictograph Products, Inc. (Aconsticon 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

ANPA—PPA—ABC—ABP—APA—NOAB
 President.....J. W. Atherton
 Vice-President.....Lester Stone
 Secretary, Space-Radio Time

BuyerW. T. Tieman
 Treasurer.....H. P. Francis
 Dir. Copy & Plans.....J. D. Molnor
 Radio Dir. & Talent

BuyerJ. P. A. Atherton

Branch Office

100 Adelaide St., Toronto, Ont., Canada

Vice-President.....K. C. Utley

AUBREY, MOORE & WALLACE, INC.

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

Phone: FInancial 6-1600

ANPA—ABP—PPA—APA—NOAB—ABC
 President.....James T. Aubrey
 Vice-President.....John J. Finlay
 Space & Radio Time Buyer &

TV Director.....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.

N. W. AYER & SON, INC.

West Washington Square, Philadelphia 6, Pa.

Phone: LOmbard 3-0100

ANPA—PPA—ABP—APA—BMB

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

James E. Hanna

Radio-TV Plans.....Thomas J. McDermott
 Manager Radio Prod.....Joseph R. Stauffer
 Copy Chief.....John M. Caldwell
 PublicityWauhillian LaHay
 Sports Broadcasting.....R. A. Mortensen
 Dir. of Radio Research....Gordon C. Braine
 Film Production.....G. D. Gudebrod
 Manager TV Prod.....Donald N. McClure
 Time Buyers.....Paul F. Kizenberger,
 John W. Purves, Charles M. Wilds, Dirk
 Watson, Richard S. Bunbury

Branch Offices

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

Phone: CIrcle 6-0200

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

Phone: HUbbard 2-4970

ManagerE. Craig Greiner
 135 S. LaSalle St., Chicago 3, Ill.
 Phone: RAndolph 6-3456

Manager.....Sterling E. Peacock
 4170 Penobscot Bldg., Detroit 26, Mich.

Phone: WOODward 5-3322

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

Phone: Hemstead 4871

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

Phone: SUTter 1-2534

ManagerCarl Zachrisson
 231 Dillingham Bldg.,
 Honolulu 16, Hawaii

Phone: Honolulu 6193

ManagerDudley P. Carroll

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

Television Accounts: The Atlantic Refining Co., B. C.; Illinois Bell Telephone Co., Sheffield Farms Co., Inc., Brooklyn Union Gas Co., Gordon Baking Co., Michigan Bell Telephone Co., Pennsylvania Co., United Airlines, Webster Tobacco Co., Carrier Corp., Chesapeake & Potomac Tel. Co., Chrysler Corp., Plymouth Div.; Hawaiian Pineapple Co., Supplee-Wills-Jones Milk Co., Lever Bros., Surf, Magna Engineering Corp., John Morrell & Co., Natl. Dairy Products, Personal Products.

BACHRODT, NEWELL, O'KANE & GANO

75 E. Wacker Dr., Chicago 1, Ill.

Phone: FRanklin 2-4883

APA—NOAB—ABP—PPA—ANPA

President.....J. C. Bachrodt
 Vice-President.....R. C. Gano
 SecretaryKatherine Jansen
 Treasurer.....R. B. Newell
 Account Executives.....J. C. Baehrodt,
 R. B. Newell, Ashley Kennedy
Radio Account: Wm. Frank Co.

BADGER, BROWNING & HERSEY, INC.

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

Phone: CIrcle 7-3720

ABP—ANPA—PPA

Chairman of Board.....J. L. Badger
 President.....R. W. Hersey
 Vice-President.....J. C. Morrow
 Treasurer.....F. S. Browning
 Radio-TV Time Buyer....Edward Whitley
 Radio-TV Director.....Jack Wilcher

Advertising Agencies

Branch Office

Radger, Browning & Parcher, Inc.
75 Federal St., Boston 10, Mass.
Phone: L.D.erty 25364

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.

THE BAKER ADVERTISING AGENCY, LTD.

1375 Yonge St., Toronto, Ont., Canada
Phone: Princess 2101
CAAA -ABC ANPA -APA

President.....W. R. Baker
Vice-President.....H. F. Baker
Account Executive.....R. C. Baker
Copy Chief.....W. E. Trimble
Secretary-Treasurer.....A. N. Nisbet
Account Executives.....H. S. Baxter,
K. W. Jones, C. S. Wallace, R. D. Albertini,
W. R. Baker, H. F. Baker, R. C. Baker,
W. E. Trimble, G. H. Sloan, D. E. Smith
Space Buyer.....S. Cook
Radio Director.....Jack F. Horler
Radio & Time Buyer.....Lenore Dighton
1537 Mackay St., Montreal, Que.

Manager.....Gabriel Langlais
Phone: Harbour 9217

Radio Accounts: Adams Brands Sales Ltd., Canada Packers, Ltd., Carnation Co., General Foods, Ltd., Marine, Inc., The Tea Bureau, Ever-sharp Inc.

BALDWIN, BOWERS & STRACHAN, INC.

371 Delaware Ave., Buffalo 2, N. Y.
Phone Washington 6854

AAAA ABP ANPA APA—NOAB—PPA
President.....William M. Baldwin
Vice-President.....Everett L. Bowers
Treasurer.....Kenneth Strachan
Radio Director.....Everett L. Thompson
Copywriters & Producers, Joseph H. Radder,
Catharine D. Walsh, Malcolm L. Barney,
Leon A. McNameara

Traffic.....Helen L. Goodwin
Radio Accounts: Buffalo Optical Co. (Optical Service), Sears Roebuck Co. (Retail Merchandise), Erie County Savings Bank. (Banking Service), Pontiac Dealers (Auto Sales), First Federal Savings & Loan Assn. (Banking Service), Rochester & Pittsburgh Coal Co. (Coal and Coke), Hambleton Terminal Corp. (Gasoline & Oil), Buffalo Industrial Bank (Banking Service), Hoddick & Taylor (Carpet & Wall-Coverings), Martin

SHERMAN & MARQUETTE

ADVERTISING



CHICAGO

NEW YORK

HOLLYWOOD

• • • Advertising Agencies • • •

Jacobi, Inc. (Haberdashery), Kenmore Motor Co., Inc. (Auto Sales & Service), Milk Dealers & Producers Comm. (Milk), Nuway Markets (Grocery Chain), Prechtel Optical Co. (Optical Service), William Simon Brewery, Inc. (Beer & Ale), Van Dyke Taxi & Transfer, Inc. (Taxi Service), Teleco, Inc. (Ratheon), (Television Sets); Saf-Vue Company (Windshield De-Icer Spray), Crystal Beach Transit Co., Inc. (Amusement Park & Beach), Buffalo, N. Y.; Kelly Brothers Nurseries (Nursery), Dansville, N. Y.; Old Dutch Foods (Salad Dressings), Blasdell, N. Y.

Television Accounts: Adam Meldrum & Anderson Co. (Department Store), Dodds Alderney Dairy (Milk & Milk Products), Erie County Savings Bank (Banking Service), General Ice Cream Corp. (Ice Cream), Hambleton Terminal Corp. (Gasoline & Oil), Martin Jacobi, Inc. (Haberdashery), Kart's Dairy (Milk & Milk Products), Kenmore Motor Co., Inc. (Auto Sales & Service), Mernan Chevrolet, Inc. (Auto Sales & Service), Milk Dealers & Producers Comm. (Milk), Nuway Markets (Grocery Chain), Sears Roebuck & Co. (Buffalo) (Retail Merchandise), Seven Up Bottling Co. of Buffalo (Beverage), Wm. Simon Brewery, Inc. (Beer & Ale), Joseph Strauss Co., Inc. (Wholesale Distributors Major Appliances), Trico Products Corporation (Windshield Washers & Wipers), The Sample Shop (Retail Merchandise) Van Dyke Taxi & Transfer, Inc. (Taxi Service), Buffalo, N. Y.

BARLOW ADV. AGENCY, INC.

742 James St., Syracuse, N. Y.

Phone: SYRACUSE 9-6644

AAAA-ABP-APA-PPA

Pres. & Treas. E. S. Barlow
Vice-Pres. & Acct Execs. E. S. Crawford,
H. H. Goodhart

Account Executives. D. B. Chapman,
J. R. Coleman, J. C. Mutty

Vice-Pres. & Copy Chief. J. J. Hines
Media Director. F. B. Tompkins
Art Director. H. C. Millard
P. R. Director. G. D. Benn
Prod. Mgrs. Mark Hughes, J. Macken
TV-Radio Director. Bud Stapleton

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

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

Vichy), Saratoga Springs, N. Y.; Humpty-Dumpty Toys, Inc. (Circus Toys), Seneca Falls, N. Y.

BARNES CHASE COMPANY

530 Broadway, San Diego 1, Calif.

Phone: Franklin 7771

AAAA-ABC-ANPA-APA-NOAB

Owner. N. R. Barnes
Account Executive. George L. Hawkins
Account Executive. Norman Foster
Radio Director. Jack Peterson

Branch Office

1638 Wilshire Blvd., Los Angeles 17, Calif.
Manager. Charles J. Hawkins

Radio Accounts: Westgate-Sun Harbor Co. (Breast O' Chicken Tuna), Qualitee Dairy Products (Dairy Products), Security Bank (Banking), San Diego Federal (Savings and Loans), So. Calif. Baking Co. (Betsy Ross Bread), San Diego, Calif.

TV Accounts: Same as above.

TED BATES & CO.

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

Phone: Circle 9-9700

AAA-ANPA-PPA-NAOB-ABC-FAAG

Partners. Theodore L. Bates,
Joseph R. Busk, Thomas J. Carnese,
Walker G. Everett, Clinton S. Ferris, Thos. F. Harrington, Edward F. Hudson, William H. Kearns, John M. Lyden, D. Robert Parman, Clifford N. Parsells, Austin Peterson, T. Rosser Reeves, Edward P. Small
Radio & TV Producers. Jay Clark,
Alan Dingwall, Jr.

Director Press Dept. Benson Iuge

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 Products (Kitchen Bouquets), Carter Products, Inc. (Carter's Little Liver Pills), American Home Food Products (G. Washington Instant Coffee), Standard Brands, Inc. (Blue Bonnet, Royal Puddings), Brown & Williamson (Kool, Viceroy Cigarettes), American Home Foods (Duff's Mixes), American Sugar Refining Co. (Domino Sugar), Minute Maid Corp. (Minute Maid Frozen Orange Juice), Standard Brands (Royal Custard Style Dessert).

TV Accounts: Colgate-Palmolive-Peet Co. (Colgate Dental Cream), Continental Baking Company (Wonder Bread), Brown &

Advertising Agencies

Williamson (Kool, Viceroy Cigarettes), Colgate-Palmolive-Peet Co. (Palmolive Soap, Palmolive Shave Creams, Palmolive After Shave Lotion), American Home Foods (Instant G., Washington Coffee, Duff's Mixes), Minute Maid Corp. (Minute Maid Frozen Orange Juice), Standard Brands, Inc. (Blue Bonnet Margarine, Royal Puddings).

BATTEN, BARTON, DURSTINE & OSBORN, INC.

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

XXXX ABC MBP- ANPA- APA NOAB
PPA BMB SNPA

Executives

Chairman of Board Bruce Barton
Vice-Chmn. of Board Alex F. Osborn
President Bernard C. Duffy
V. P. & Treas. & Chmn. of Exec. Comm.
F. R. Feland
Exec. V.P. in Chg. Western Offices
John C. Cornelius
Exec. V.P. in Chg. Creative Services
Charles H. Brower
Exec. V.P. in Chg. Account Operations
J. D. Danforth
Secretary Eugene T. McQuade
V.P. in Charge Arthur Pryor, Jr.

V.P. in Chg. of New Program
Development Wickliffe W. Crider
Business Manager Carroll P. Newton
V.P. in Chg. of Commercial Copy
Robert L. Foreman
Talent Contracts Katherine V. Wynn
Chief Talent Contact Edwin M. Marshall
Chief Story Editor George Kondoff
Head of TV Dept Herbert B. West
V.P. in Chg. of TV Prod Jack Denove
Dir. of Prod. in Chg. of all TV
Producers and Directors Hugh Rogers
Mgt. of Time Buying Dept. Frank Silvernail
Coordinator of Time Buying Dept.
Tucker Scott
Group Head Time Buyers. Elenore Scanlan.
Fred Stoutland, Norman Chester
Time Buyers Hope Martinez, Mary Ebb,
William Kennedy, Charles Allen, Ann
Janowicz
Mgr. of Radio Prom. and
Merchandising R. C. Brown
Account Executives (identified with radio):
Paul Markman, Gertrude Scanlan, Harold
Blackburn, Carroll Newton, J. D. Danforth,
Vinton Freedley, Jr., Len Carey, William
O'Donnell, Robert Anderson, Thomas
Billon, E. A. Cashin, Robert Buechner,
Lynn Werner

THE REX ALLEN SHOW

WITH THE

Sons of the Pioneers

A RAYMOND R. MORGAN PRODUCTION



How would you like to buy a 12.1* rating?

The Rex Allen Show has topped such shows as *Break the Bank*, *Mr. District Attorney*, *My Friend Irma*, *Arthur Godfrey* and the *Vaughn Monroe Show*. Write, wire or phone the Raymond R. Morgan Co. 6233 Hollywood Blvd., HEMPSTEAD 4194.

* Projected nationally from a November 24th Nielsen rating.



. . . Advertising Agencies . . .

Branch Offices

1220 Statler Office Bldg., Boston 16, Mass.
 Phone: HHubbard 2-0430
 Vice-President.....Francis W. Hatch
 Rand Building, Buffalo 3, N. Y.
 Phone: CLeveland 7915
 Vice-President.....Stanley P. Irvin
 919 N. Michigan Ave., Chicago 11, Ill.
 Phone: SUperior 7-9200
 Vice-President.....H. H. Hanpt
 1050 Terminal Tower, Cleveland 13, O.
 Phone: TOWers 1-7270
 Vice-President.....E. E. Haring
 1856 Penobscot Bldg., Detroit 26, Mich.
 Phone: WOODward 5-0620
 Manager.....Robert E. Anderson
 1680 N. Vine St., Hollywood 28, Calif.
 Phone: HOLLYwood 9-7337
 Vice-PresidentWayne Tiss
 6363 Wilshire Blvd., Los Angeles 36, Calif.
 Phone: WEbster 1-1234
 Vice-President.....A. W. Neally
 N. W. Band Bldg., Minneapolis 2, Minn.
 Phone: LIncoln 8401
 V.P. in Chg. Western Offices
J. C. Cornelins
 Grant Bldg., Pittsburgh 19, Pa.
 Phone: GRant 1-8060
 Vice-Presidents.....E. A. Cashin,
 Leon D. Hansen
 2200 Russ Bldg., San Francisco 4, Calif.
 Phone: SUTter 1-2232

Vice-President.....C. H. Ferguson
Radio and Television Accounts: American Broadcasting Co., American Cranberry Exchange, American Radiator, American Tobacco Co., Armstrong Cork Co., Barcalo Mfg. Co., Bon Ami Co., Berwind Fuel Co., Black Horse Ale, Wm. Carter Co., Chamberlain Sales Corp., D. L. Clark Co., Chicago Ass'n of Commerce & Industry, Circus Foods Co., Cling Peach Advisory Board, Consolidated Edison Co., F. W. Cook Co., Inc., Cream of Wheat Corp., Curtis Publishing Co., DeSoto Division, Chrysler Corporation; E. I. du Pont, Easy Washing Machine, Ethyl Corp., Emerson Drug Co., Fort Pitt Brewing Co., Farmers & Mechanics Savings Bank, William Filene's Sons Co., First Nat'l Bank of Boston, Fedders Quigan Corp., Gamble Stores, General Electric, General Baking, General Mills, General Time Corp., Golden State Co., B. F. Goodrich, Hamilton Watch Co., Peter Hand Brewery Co., Geo. A. Hormel Co., Hart Schaffner & Marx, Hygeia Nursing Bottle Co., Iroquis Beverage Corp., Lever Bros., Liberty Mutual Insurance, Marine Trust Co., Maywood Park Raceway, M J B Co., Minneapolis Brewing Co., Minnesota Mining & Mfg. Co., Murine Co., Mutual Savings Bank of Mass., National Pet Foods, Nehi Corp., N. Y. Telephone Co., Northrup King & Co., Northwestern Bell Telephone Co., Oneida, Ltd., Pacific Tel. & Tel., Per-

sonal Products, Penick & Ford, Polaroid Corp., Readers Digest, Rexall Drug Co., Roosevelt Raceway, F & M Schaefer Brewing Co., Serval, Southern New England Tel. Co., Standard Oil Co. of Calif., Sea Breeze Laboratories, R. H. Stearns, Timken Roller Bearing Co., TWA, Toro Mfg. Co., Tea Gardens, United Fruit Co., Utility Appliance Corp., U. S. Steel Corp., Waitt & Bond, Wildroot Co., Western Auto Supply Co., J. R. Wood & Sons, Wolverine Harness Raceways, Wynn Oil Co.

ADRIAN BAUER ADVERTISING AGENCY, INC.

1528 Walnut St., Philadelphia 2, Pa.
 Phone: KINGSley 5-7870
 ANPA

PresidentAdrian Bauer
 Sr. Vice-Pres.-Secty.....Alan R. Tripp
 Vice-President.....Harold Finestone
 Vice-President.....W. Laurence LePage
 Art Director.....David X. Miller
 Production Manager.....H. J. Gribbin
 Copy Chief.....John Milton
 Radio & TV Director.....David Kaigler
 Space Buyer.....Sylvia P. Etkin
Radio Accounts: Adelphia Hotel, Broad St. Trust Co., Caynga 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.; Quaker City Chocolate & Confectionery Co., Inc. ("Good and Plenty" Candy), Phila., Pa.; Phila. Dairy Products Co., Inc.

BEAN ADV. AGENCY

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

OwnerHarold Bean
Radio Accounts: L. S. Ayres & Co., Wayside Floral Gardens, Indianapolis Annual Hot Rod & Custom Car Show, Harry Olive, Commonwealth Loan Co., Indiana Tempered Air, Inc., Indianapolis, Ind.

BEAUMONT, HELLER & SPERLING, INC.

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

ABP—ANPA—NOAB—PPA

President.....Donald T. Beaumont
 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

Advertising Agencies

Radio Time Buyer.....Doratheia Hassler
Radio Accounts: Allen Laundries, Allentown; Automative Service, Bowers Battery (Batteries & Spark Plugs), Reading; Fuhrmann & Schmidt Brewing Co. (Beer & Ale), Shamokin; Maier's Bakery, Reading Laundries, St. Lawrence Dairy Co., Reading, Pa.
TV Accounts: Bowers- Battery, Crystal Rork Beverage Co. (Soft Drinks), Reading, Pa.

VICTOR A. BENNETT CO., INC.

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

President.....Victor A. Bennett
 Vice-President.....John L. Moore
 Vice-President.....Richard E. Forrest
 Production Manager.....Edward D. Kahn
 Art Director.....Joseph Tranchina
Radio Accounts: Longines-Wittnauer Watch Co., Inc. (Longines-Wittnauer Watches), Bovril of America, Inc. (Bovril), New York, N. Y.; Parmet (One-Wipe), Catsaqua, Pa.; British Herring Board (Frozen Kippers), England.
TV Accounts: Longines-Wittnauer Watch Co., Inc. (Longines-Wittnauer Watches), Bovril of America, Inc. (Bovril), New York, N. Y.; Parmet (One-Wipe), Catsaqua, Pa.;

British Herring Board (Frozen Kippers), England.

BENNETT, WALTHER & MENADIER, INC.

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

BENTON & BOWLES, INC.

141 Madison Ave., New York 22, N. Y.
 Phone: MURray Hill 8-1100
 ANPA—AAAA—APA—NOAB—OAAA
 ABP—PPA

Chairman Exec. Comm., Atherton W. Hobler
 Chairman of Board...Clarence B. Goshorn
 President.....William R. Baker, Jr.
 Exec. Vice-Pres. & Treas....Robert E. Lusk
 Vice-Pres. & Sec.....Edward R. Beach
 Vice-Pres. & Dir. of Media
 Harold H. Dobbteeren
 Vice-Pres. in Charge Radio & TV
 Walter Craig
 Business Mgr. Radio & TV
 William F. Schneider
 Director of Radio.....Tom McDermott
 Dir. Live TV.....Murray Bolen
 Dir. Film TV.....Herb Leder
 TV Prod. Dir.....William Vallee
 Script Editors....Roy Bailey, Paul Roberts
 Casting Director.....Catherine De Carlo

LENNEN & MITCHELL, INC.

ADVERTISING



NEW YORK and BEVERLY HILLS

RADIO...

since its commercial infancy

TELEVISION

since 1939



GEORGE R. NELSON, INC.

Advertising

Schenectady and New York City

. . . Advertising Agencies . . .

Directors Oliver Barbour,
Charles Fisher, Hoyt Allen, Don Wallace,
Paul Roberts, Ralph Starr Butler, Jr., Bill
Mann

Dir. Radio & TV Time Buying. George Kern
Time Buyers..... Mary McKenna,
Jean Lawler, Walter Bowe, Gordon En-
sign, Elaine Sloat

V.P. & Dir. of Pub. Rel.... Charles Gannon
Director Publicity..... Richard K. Bellamy

Branch Offices

6253 Hollywood Blvd., Hollywood 28, Calif.
V.P. in Chg. of West Coast Oper... Al Kaye
Radio Pgm. Prod.... Fran van Hartesveldt
Hollywood Office Mgr.... Mary Edith Stahl
West Coast Pub. Mgr..... Jean Meredith

Enquirer Bldg., Cincinnati, Ohio
Office Manager..... Georgia Waite
91 Yonge St., Toronto, Canada
William H. Fleischman

Radio Accounts: Association of American
Railroads, Arnold Bakers, Inc., General
Foods Corp. (Post's 40% Bran Flakes, Post's
Sugar Crisp, Post's Raisin Bran, Post's Puffed
Products, Diamond Crystal Salt, Maxwell
House Coffee, Instant Maxwell House Coffee,
Ridgways Tea, Yuban Coffee, Bliss Coffee,
Gaines Dog Food, Log Cabin Syrup, Snider
Condiments, Baker's Chocolate, Certo, Sure-
Jell), Bituminous Coal Institute, The Procter
& Gamble Company (Tide, Chipso,
Ivory Snow, Prell), The Best Foods Com-
pany (Hellmann's Mayonnaise, Nucoa, H-O
Oats, Presto, Farina), The AVCO Manu-
facturing Corp.—Crosley Division (Crosley
Television and Radio Sets, Shelvador Re-
frigerators, Crosley Electric Ranges, Freezers
and Kitchen Cabinets), The Pepperell Man-
ufacturing Co., American Express (Travelers
Cheques), Norwich Pharmaceutical Co.
(Pepto-Bismol, Unguentine, Zemacon, Nor-
wich Aspirin), Brewing Corp. of America
(Carling's Red Cap Ale), Cigar Institute of
America, National Association of Manufac-
turers.

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

ALFRED PAUL BERGER COMPANY, INC.

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

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

BERMINGHAM, CASTLEMAN & PIERCE

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

President Arch Bermingham
Radio Directors..... George Castleman,
Leslie V. Spencer, Herbert Lorentzen,
James Walker, G. C. Castleman
TV Director..... John McNeil
Radio Accounts: Griffin Mfg. Co., Inc.
(Shoe Polish); Conti Products Corp. (Sham-
poo & Soap); Sabena Belgian Airlines
(Travel), Brussels, Belgium; Pilgrim (Laun-
dry Service), Whitbread & Co., Ltd. (Im-
ported Ale & Stont), London, England.
TV Accounts: Beneficial Management Co.
(Finance), Newark, N. J.; Griffin Mfg. Co.
(Shoe Polish), Brooklyn, N. Y.

TED BERNSTEIN ASSOCIATES

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

Owner..... Theodore H. Bernstein
Treas., Space & Time Buyer
Sylvester J. Bernstein
Art Director..... Morris Brodiss
Publicity Director..... Ted Kaufmann
Radio Accounts: Eagle Clothes, Inc.
(Men's Clothing), Tress, Inc. (Retailer
Men's Clothing), Harry Jay Treu (Furrier),
New York, N. Y.

GORDON BEST CO., INC.

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

ABC—ABP—ANPA—APA—NOAB—PPA
President Gordon Best
Vice-Presidents..... Roy M. Kirtland,
Leroy A. Kling, Frank F. Morr, Burton
G. Feldman
Radio Accounts: Booth Fisheries Corp.
(Frozen Fruits, Vegetables, Fish), Chicago,
Ill.; Coyne Electrical School (Trade School),
Chicago, Ill.; Foell Packing Co., Chicago,
Ill.; Key Work Clothes, Inc., Fort Scott,
Kans.; Milner Products Co. (Pine-Sol and
Fly-Cide), Jackson, Miss.; Schulze and
Burch Biscuit Co. (Flavor-Kist Cookies &
Crackers), Chicago, Ill.; K. C. Division
(KC Baking Powder), Little Rock, Ark.
Holland Bulb Growers, 33 N. LaSalle St.,
Chicago, Ill.

Advertising Agencies

TI Accounts: Florsheim Shoe Co., Chicago, Ill.; Schulze and Burch Biscuit Co., Chicago, Ill.; Helene Curtis Industries, Inc., Chicago, Ill.

THE BIOW CO., INC.

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

ABC ANPA APA NOAB PPA

President.....Milton H. Biow
Exec. Vice-President.....F. Kenneth Beirn
V.P. Chg. Creative Dept., Louis W. Thomas
Treas.-Sec.Morris Zinneman
Asst. Secretary.....Anna Hauptman
Vice-Presidents.....Samuel A. Alter,
E. C. Bradley, C. Terence Glyne, Walter
Smith, Erwin D. Swann, Henry R. Turnbull, Charles Tyler
Spe. Assts. to the Pres.....Ruth Farquhar,
John Hamm
Dir. of Merchandising.....T. R. Santacroe
Art Director.....L. L. Schultz
Mgr. Prod. & Art.....J. E. Garabrant
Mgr. of Radio & TV.....Thomas H. Revere
Director Media.....Walter Smith
Director Print Media.....E. C. Stampler
Head Radio Time Buyer.....J. E. Kueera
Radio Time Buyers.....Mildred Fulton,
Elma Hamilton, and Ethel Wieder
Media Space Buyers.....T. A. Doyle,

Edward Grey, and Veronica Welch
Research Director...Dr. Lawrence Deekinger
Director Outdoor.....Earl N. Hyde
Asst. to Dir. of Outdoor....C. N. Van Auker
ComptrollerJoseph Allentuck
Account Executive.....Don Anderson,
Will P. Booth, Robert Bragarnick, Brooks
Elms, Joseph Fulghum, Philip B. Hinerfeld, Dan Rodgers, John Rome, John M. Van Horson, M. A. Singer

Branch Offices

703 Market St., San Francisco 3, Calif.
GARfield 1-854

ExecutiveNorman Mork
1066 North Argyle Ave., Hollywood 28, Calif.
Phone: HEmpstead 2377
ExecutiveJack Runyon
Radio Accounts: Bulova Watch Co. (Watches), Philip Morris & Co. (Cigarettes), Hills Bros. (Dromedary Food Prod.), Jacob Ruppert, Inc. (Beer), New York, N. Y.; Pepsi-Cola Co. (Pepsi-Cola), Long Island City; Procter & Gamble (Spic & Span, Lilt, Joy, Lava), Cincinnati, O.; National Shannut Bank, Boston, Mass.; Langendorf United Bakeries, San Francisco, Calif.; RCA (15mm. Record Player), Camden, N. J.; General Analine & Film Co. (Anso Film), Binghamton, N. Y.; American Trucking Assn., Washington, D. C.

BROADCAST • TELEVISION • RECORDING ENGINEERS

INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS
LOCAL UNION 45

1591 Cross Roads of the World Hollywood 28, Calif. GLadstone 8889

To All Advertising Agencies:

WHETHER YOU ARE SELLING IN LOS ANGELES COUNTY OR
SELLING TO THE WORLD, WE HAVE IT
FILMS FOR TV FROM KITV

CINEMASCOPE RECORDING BY KLAC-TV

KINESCOPE RECORDING BY CBS

FOR THE HOTTEST SELLING TV SHOWS SEE

KTTV — KLAC-TV — KTSI

All Southern California Listens to

KNX—KNX-FM—THE COLUMBIA BROADCASTING SYSTEM

KHJ—KHJ-FM—THE DON LEE BROADCASTING SYSTEM

KMPC—Hollywood KRKD—Los Angeles KFOX—Long Beach

KFMV—Hollywood KGFJ—Los Angeles KGER—Long Beach

KFWB—Hollywood KFVD—Los Angeles KIEV—Glendale

KFAC—Los Angeles KALI—Pasadena KWK—Burbank

KMGH—Los Angeles KXLA—Pasadena KGIH—San Fernando

UNIVERSAL RECORDERS

WESTERN RECORDERS

Sincerely, ROY TINDALL, Business Manager
Local Union 45 I.B.E.W.

Advertising Agencies

TV Accounts: Bulova Watch Co. (Watches), Philip Morris & Co. (Cigarettes), Jacob Ruppert, Inc. (Beer), New York, N. Y.; Eversharp, Inc. (Pens, Pencils, Schlick Razors, Kimberly Pens), Chicago, Ill.; National Shawmut Bank, Boston, Mass.; Pepsi-Cola Co. (Soft Drinks, Pepsi-Cola, Everess), Long Island City, N. Y.; Procter & Gamble (Spic & Span, Lava, Lilt, Joy), Cincinnati, O.; Langendorf United Bakeries, San Francisco, Calif.

THE BLAINE THOMPSON CO., INC.

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

ANPA—PPA—APA—ABC—NOAB

President Myer Lesser
Vice-Presidents Fred Golden,
Phillip Solomon
Copy Chief..... Carter Jones
Exec. Vice-Pres..... Albert Lee Lesser
Secretary..... A. L. Lesser

Branch Office

321 W. 44th St., New York 18, N. Y.
Phone: Circle 6-1000

Account Executive..... Philip Solomon
TV Accounts: "Popsicle"—Joe Lowc Corp.
(Ice Cream Products), New York, N. Y.

W. EARL BOTHWELL, INC.

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

ANPA—AAAA—PPA—SNPA—APA—ABP

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

Branch Offices

1680 N. Vine St., Hollywood 28, Calif.
Managers.... Thomas Dealy, Wright Nodine
600 Grand St., Pittsburgh, Pa.

V.P. & Mgr..... Richard C. Bachman
Radio Accounts: Allegheny Conference for
Community Development, Allegheny County
Democratic Committee, American Home
Products, Corp., American Home Foods, Inc.,
Boyle-Midway, Inc., & Boyle Midway (Canada)
Ltd., Home Products International
Ltd. (Canada), Christian & Co., Inc., County
of Allegheny, Frank & Seder, Hotel Pitts-
burgher, Industrial Cigar Company, Morris
Clamp & Coupling Co., Pa Pitt's Partners,
WCAE, Inc.

BOTSFORD, CONSTANTINE & GARDNER

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

AAAA—ABC—ABP—ANPA—APA—NOAB
PPA

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

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

Pres. & Gen. Mgr..... David M. Botsford
Empire State Bldg., New York 1, N. Y.
Phone: BRyant 9-4845

Vice-President Elizabeth Eyerly
Radio Accounts: Columbia River Packers
Assn. (Bumble Bee Sea Foods), Astoria;
Oregon Mutual Fire Insurance Co., McMinn-
ville; Olympia Brewing Co. (Olympia
Beer), Olympia; Western Hotels, Inc., Seat-
tle, Wash.; Sego Milk Products Co. (Sego
Evaporated Milk), Silkin Paper Corp. (Blu-
Magic Paper Towels), San Francisco, Calif.
TV Accounts: E. H. Bendiksen Co. (East
Point Oysters), South Bend, Wash.

LANE

ADVERTISING AGENCY INC.

"television specialist"

299 MADISON AVE.
NEW YORK CITY

• • • Advertising Agencies • • •

BOWMAN & BLOCK, INC.

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

President Albert A. Bowman
Treasurer Nathaniel J. Block
Art Director Walter D. Nelson
Production Mgr. Neal V. Fatim
Copy Chief Gertrude M. Rogers

STANLEY G. BOYNTON & SON

159 Pierce St., Detroit 2, Mich.
Phone: TR 1-2552

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

Branch Office

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

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

BOZELL & JACOBS, INC. OF ILL.

326 W. Madison St., Chicago 6, Ill.
Phone: Central 6-6503

V.P. & Radio TV Dir. Philip Ronda
Time Buyer Eileen Killeen

Branch Offices

Home Office, 510 Electric Bldg., Omaha, Neb.
Also branches in Dallas, Houston, Shreveport, Minneapolis, Indianapolis, New York, Los Angeles, Seattle, Washington, Rio de Janeiro.

Radio Accounts: Chicago Herald American (Newspaper), Chicago Pollyanna Shop (Ready-to-Wear), Chicago programming; Central Illinois Electric & Gas Co. (Public Utility), Rockford, Ill.; Northwestern Telephone Service, Freeport, Ill.; Tidewater Telephone Co. (Telephones), Warsaw, Va.; Glo Laure, Inc. (Sporting Goods), Medford, Wis.; Phoenix Table Mat Co. (Stove Mats), Leaf Brands, Inc. (Confections), Hi Lite Industries (Housewares), Chicago, Ill.

TV Accounts: Phoenix Table Mat Co. (Stove Mats), Chicago Herald American (Newspaper), Leaf Brands, Inc. (Confections), Hi Lite Industries (Housewares), Pollyanna Shop (Ready-to-Wear), Chicago.

ARTHUR BRAITSCH ADV.

10 Hospital Trust Bldg., Providence 3, R. I.
Phone: DEster 1-5313, 1-1115

ABP APA ANPA PPA

Radio Director Arthur Brait-sch
Secretary Martha Watkins
Space Buyer John A. Lorimer

Radio Accounts: Baird North, Inc. (Jewelry), R. I. Hospital Natl. Bank (Banking), Rocky Point Park (Amusement), Sally's Fur

Studios (Furs), White Fuel Co. (Coal), Strand Theater (Moving Pix), Weybosset Markets Food Stores, Merchants Cold Storage (Fur Storage), Inter-state Navigation Co. (Travel), Roger Williams Savings Fund & Loan Assn., Rhodes on the Pawtuxet (Ballroom), Silvertown Chevrolet Co. (Auto Agency), Providence, R. I.

THE J. CARSON BRANTLEY ADV. AGENCY

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

Pres.-Radio Dir. J. Carson Brantley
Sec.-Treas. A. R. Monroe
Production Betty Hogge
Radio Accounts: Carolina Beverage Corp. (Cherwine, Caravan), Isenhour Brick & Tile Co., Salisbury; Duke Power Co., Charlotte; Owen Drug Co. (O-N for Colds), Salisbury, N. C.

BRESNICK & SOLOMONT INC.

216 Tremont St., Boston 16, Mass.
Phone: Liberty 2-7751

ABP ANPA PPA APA

President Chester L. Solomont
Treasurer Oscar Bresnick
Radio Account: Dawson's Brewery, Inc.

R. C. BRETH, INC.

310 Pine St., P. O. Box 128, Green Bay, Wis.
Phone: HOWard 134

ABP ANPA APA

President R. C. Breth
Vice-President Don Woodruff
Radio Accounts: Home Mutual Insurance Co., Brillion Iron Works, Inc.

BRISACHER, WHEELER & STAFF

1660 Bush St., San Francisco 9, Calif.
Phone: PRospect 6-2600

AAAA ABC ABP ANPA NOAB PPA APA

President Emil Brisacher
Exec. Vice-President F. C. Wheeler
Vice-Presidents V. McKie Donnan,
R. T. Van Norden, Walton Purdom

Secy.-Treas. Robert Brisacher
Art Director Ettore S. Firenze
Controller William Wingate
Production Manager Jules Daniel
Radio & TV Director Garrett Hollihan
Space Buyer Eya Ross
Media Dir., N. Y. Darrell McCain

Branch Offices

1131 Crenshaw Blvd., Los Angeles 6, Calif.
Phone: Web-ster 3113

V.P. & Mgr. Don Breyer
110 E. 39th St., New York 16, N. Y.

V.P. & Mgr. Charles H. Gabriel
Radio Accounts: Dennison's Foods (Catsup, Chili Con Carne, Canned Meat Products), Oakland; Mondavi, C. & Sons

Advertising Agencies

(Wines), St. Helena, Calif.; Pictsweet Foods, Inc. (Canned Corn & Peas, Frozen Foods), Mt. Vernon, Wash.; Richmond-Chase Co. (Hearts Delight Nectars, Pasteurized Prunes and Prune Juice), San Jose; Sav-On-Drugs Inc., Los Angeles; Sunset Line and Twine Co. (Fishing Lines), San Francisco, Calif.
TV Accounts: Globe Bottling Co. (Wiltshire Club Beverages), Los Angeles, Calif.; Van Camp Sea Food Co., Inc. (Chicken-of-the-sea & White Star Tuna), Los Angeles, Calif.; Zausner Foods Inc. (Cheese), Harrison, N. J.

BROADCAST ADVERTISING

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

Owner-Manager.....Van C. Newkirk
 Production Manager.....John G. Fryer
 Office Manager.....Mildred Surenkamp
Radio Accounts: Crew of the Good Ship Grace, Bible Institute of Los Angeles, Los Angeles; Radio Kid's Bible Club, Santa Monica; Church of the Open Door, Accent on Youth, Los Angeles; Morning Chapel Hour, Huntington Park, Calif.; World's Greatest Book Quiz, Portland, Wash.; Floyd B. Johnson, Los Angeles, Calif.; Calvary Church of Placentia (Religious Broadcasts), Placentia, Calif.

BROOKE, SMITH, FRENCH & DORRANCE, INC.

8469 E. Jefferson Ave., Detroit 14, Mich.
 Phone: Valley 2-9700
 AAAAA—ABP—NOAB—ANPA—APA—PPA
 OAAA

Chairman of Board.....Sturges Dorrance
 President.....Willard S. French
 Secretary-Treasurer.....Guy C. Smith
 Exec. Vice-President.....Walter C. Ayers
 Vice-Presidents.....Clark C. Wilmot,
 J. G. Williams, Blount Slade, George Johnston, L. Grant Hamilton, Herbert R. Bayle,
 Richard Reins, Wm. F. Austin, Jr.
 Business Manager.....Robert G. McKown
 Director of Radio-TV.....Hugh Hole
 AssistantJay Berry
 New York Division

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

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

BROOKS ADVERTISING AGENCY

461 W. 8th St., Los Angeles 14, Calif.

Phone: TRinity 0558

ANPA—ABP—APA

Time Buyer.....A. R. Brooks
 Production Manager.....Sterling Blakeman
 Art Director.....James Gaynor
 SecretaryBarbara Vosburgh
Radio-TV Accounts: Bekins Van and Storage Company, Western Stove Company.

D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit 2, Mich.

Phone: TRinity 2-8250

APA—AAAA—ANPA—ABP

NOAB—PPA—ABC

Pres. & Treas.....D. P. Brother
 Exec. Vice-Pres.....Clarence Hatch, Jr.
 Vice-Presidents.....J. S. Howell,
 T. E. Campbell, Carl George, Jr.
 Secy.-Treas.....C. J. Rudesill
 Account Supervisor.....Clarence Hatch, Jr.
 Account Executive.....Guy Warren, Jr.
 Radio & TV Director.....Ken Manuel
 Radio-TV Time Buyer & Media Dir.

Carl George, Jr.
Radio Accounts: Oldsmobile Division, Lansing; AC Spark Plug Division, Flint, Mich.

TV Account: Oldsmobile Division.

FRANKLIN BRUCK ADVERTISING CORP.

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

PresidentFranklin Bruck
 Secretary and Radio Dir....M. J. Kleinfeld
 Vice-PresidentMort Heineman
 Radio Time Buyer.....R. Cronin
 Radio Traffic.....Milton Jurin
 TV Production.....Stan Lee
 Mdse. Director.....Herbert Gold

Branch Office

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

Phone: HILLside 7237

ManagerHoward Blake
Radio Accounts: North American Accident Insurance Co., Johnson Candy Co., Fashion Frocks, The Theobald Industries, SitRoux Tissues.

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

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

CHARLES BRUNELLE ADV. AGENCY

15 Lewis St., Hartford 3, Conn.

Phone: 7-0726

ABP-PPA-APA

President & Treasurer.....Charles Brunelle
Vice-President.....Robinson Smith
Radio Account: Sage-Allen & Co., Inc.

BUCHANAN & CO., INC.

1501 Broadway, New York, N. Y.

Phone: BRyant 9-7900

BMB

Director of Radio & TV.....Bill Smith
Time Buyer.....Bill Smith
Radio Accounts: Reynolds Metals Co., (Reynolds Weap.), Eskimo Pie (Eskimo Pie), Texas Co. (Texas Products), Paramount Pictures, United Artists, New York; Fox Productions, Los Angeles; Helene Curtis, Chicago; Tidewater Associated (Associated Oil & Gas), Steinway & Sons (TV Receivers), New York, N. Y.

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.

BUCHANAN-THOMAS ADV. CO.

110-112 S. 19th St., Omaha 2, Nebr.

Phone: ATLantic 2125

ABP ANPA APA NOAB PPA

Partner.....C. Coe Buchanan
Partner.....Lynan H. Thomas
Director.....Adam Reinemund
Radio-TV Director.....Bob Thomas

G. NORMAN BURK, INC.

223 Fourth Ave., Pittsburgh 22, Pa.

Phone: GRant 1-6316

President.....G. Norman Burk
Vice-President.....Edgar E. Eaton
Media Dir. & Sec.....Dolores E. McCarthy
Production Manager.....Robert B. McKenna
Time Buyer.....Dolores E. McCarthy
Radio & TV Director.....Richard C. Woodruff
Assistant.....Helen I. Burik

Radio Accounts: Alfred Electric Supply Co. (Air King TV-Distributor), Central Lincoln-Mercury, Inc. (Lincoln-Mercury Auto. Dealer), John Dewar Company (Interior Decorators), Hutchinson Company (Cleaners & Dyers), D. J. Kennedy Company (Kitchen Equip. Storm Sash, etc.), Liberty Baking Company (Baked Goods), Lincoln-Mercury Dealers of Alleg. County (Lincoln-Merc. Autos), Meadow Gold Dairies, Inc., Meadow Gold Foods Co. (Frozen & Packaged Food), Midtown Motors, Inc. (Ford Dealers), Pittsburgh, Pa.; S. E. Mighton Company (Food Products), Bedford, Ohio; Natl. Coffee Distrib., Inc., Palley Manufacturing Co. (Kitchens), Standard Floor Company, United

Electronics, Inc. (Air King TV Dealer), Drug Packaging, Inc. (Vitamins), Pittsburgh Products Co. (Crosley Distributor), Pittsburgh, Pa.

TV Accounts: Conte Equipment Company (Excavation Equipment), Hutchinson Company (Cleaners & Dyers), Lincoln-Mercury Dealers of Allegheny County (Lincoln-Mercury Autos), Meadow Gold Dairies, Inc., Pittsburgh, Pa.; S. E. Mighton Company (Food Products), Bedford, Ohio; United Electronics, Inc. (Air King TV Dealer), Jerome Wolf & Brother (Furs), Pittsburgh Products Co. (Crosley Distributor), Pittsburgh, Pa.

BURLINGAME-GROSSMAN ADV.

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

Phone: Financial 6-1616

PPA

Owner.....S. W. Grossman
General Manager.....S. S. Kain
Art Director.....M. Jacobs
Production Manager.....S. Adler
Media Manager.....Fred Walder
Account Executives.....M. A. Harvis, S. Brichia
Radio Accounts: Arvey Corp. (R. V. Lite Window Material), Blue Crown Spark Plug Co. (Spark Plugs), Chicago, Ill.

TV Accounts: Bell Electric Co. ("No-Shok" Safety Elect. Prods.), Chicago, Ill.

BURNET-KUHN ADV. CO.

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

Phone: Superior 7-3800

ANPA-APA-PPA-ABP

President.....Francis J. Woods
Vice-Presidents.....Phillip D. Simons, Ellis T. Gash
Secretary.....James H. Kristof

LEO BURNETT COMPANY, INC.

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

Phone: Central 6-5959

AAAA

President.....Leo Burnett
Exec. Vice-Pres.....Richard N. Heath
Vice-Pres.-Media Dir.....E. Ross Gamble
Vice-Pres. Bestg. Dept.....W. L. Weddell
Vice-Presidents.....John M. Willem, James E. Weber, Wm. T. Young, John E. Olson

Radio & TV Prod. Mgr.....Clair Callihan
Manager, Time Buying

Division, Media Dept.....E. G. Eisenmenger
Time Buyer (Spots).....Leonard Matthews
Exec. Asst. to V.P. in Chg.

of Radio and TV.....Marian Rice
Traffic Manager.....Betty Good

Branch Offices

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

Phone: Plaza 9-7552

Manager.....Donough Prince
Mgr. Broadcasting Dept.....Wm. McIlvain

Advertising Agencies

3632 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUnkirk 8-8131

ManagerHoward Cheney
Mgr. Broadcasting Dept..Wendell Williams

Radio Accounts: Bauer & Black (Curly Products), Chicago, Ill.; Brown Shoe Company (Buster Brown Shoes), St. Louis, Mo.; Club Aluminum Products Co. (Club Aluminum, Cooking Utensils), Chicago, Ill.; Kellogg Company (Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.; Mars, Inc. (Milky Way, Three Musketeers, Coconut Bar, Snickers), Chicago, Ill.; Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.; The Pure Oil Company (Petroleum Products, Bedtime Horlicks), Chicago, Ill.; Horlicks (Boost), Racine, Wis.; Converted Rice (Uncle Ben's Rice), Houston, Texas.

TV Accounts: Brown Shoe Company (Buster Brown, Roblee, Air Step, Naturalizer, Life Stride & Westport Shoes), St. Louis, Mo.; Club Aluminum Pro. Co. (Cooking Utensils), Chicago, Ill.; Converted Rice (Uncle Ben's Rice), Houston, Texas; Dean Milk Company (Dairy Products), Chicago, Ill.; Globe Mills (Globe A-1 Flour, Globe Biscuit Mix), Los Angeles, Calif.; Green Giant Co. (Green Giant Brand Peas, Niblets Brand Corn, Mexicorn, Niblets), LeSueur, Minn.; Kellogg Company (Brand Cream Style Corn, Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.; Mars, Inc. (Forever Yours, Snickers, Three Musketeers, Mars Bar), Chicago, Ill.; Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.; The Pure Oil Company, (Petroleum Products), Chicago, Ill.

BYER & BOWMAN ADVERTISING AGENCY

203 East Broad St., Columbus 15, O.

Phone: MAin 3276

ABC-ABP-ANPA-APA-NOAB-PPA
PartnersHerbert Byer,
Gus K. Bowman, Joel Burghalter

Radio-TV Director.....Bill Copeland
Account Executive.....Sandy Hallock

Account Executive.....Reg Testament
Radio Accounts: August Wagner Breweries

(Gambrinus Beer), Columbus, O.; August Wager Breweries (Augustiner Beer), Chillicothe, O.; Ashland Oil & Refining Co. (Gas and Oil), Ashland Ky.; Buckeye Foods (Potato Chips), Franklin Glue Co. (Household Glue), Community Chest (Campaign), State of Ohio (Annual Fair), Red Cross (Campaign), Columbus, O.; Neon Products Co. (Outdoor Signs), Lima, O.

TV Accounts: The Gas Company (Public Utility), August Wagner Breweries (Gambrinus Beer), Buckeye Foods (Potato Chips), Schiff Shoe Co. (Family Shoes)

Central Bldg., Loan & Sav. (Savings Accounts), Kahn Jewelers (Jewelry), Columbus, O.

HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.

Phone: HANcock 6-7600

AAAA-ABP-ANPA-APA-NOAB-PPA
PresidentHarold Cabot
Vice-Presidents.....Donald D. Douglass,
Edward F. Chase, Langley C. Keyes, Russell Hunt, Peter Black, James I. Summers,
John M. Lord, William H. Ganick, George R. Griffin

Treasurer.....Richard P. Holland
Production Manager.....Edward F. Glacy
Copy Chief.....Henry W. Patterson
Art Director.....William H. Ganick
Radio-TV Director.....Janet A. Gilbert

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

TV Accounts: Adams & Swett (Rugs), Quincy, Mass.; Boston Consolidated Gas Co. (Public Utility), Boston and Maine Railroad (Public Utility), Boston, Mass.; H. P. Hood & Sons (Dairy Products), Charlestown, Mass.; Boston Globe (Newspaper), 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
SecretaryGeorge Gettman
Radio Dir. & Acct. Exec.Louis C. Pedlar, Jr.
Media Director.....George Gettman

Radio Accounts: Baum's Restaurant, Elite Laundry, The Fidelity Trust Co., Baltimore, Md.

TV Accounts: K. Katz & Sons, Inc. (Men's Clothing), Pre-Fab Homes & Supplies, Inc. (Prefabricated Homes), Baltimore, Md.

CALKINS & HOLDEN, CARLOCK, McCLINTON & SMITH, INC.

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

Phone: PLaza 5-6900

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

Chairman of Board.....J. Sherwood Smith
Vice-Chairman of Bd.....James A. Clark

. . . Advertising Agencies . . .

President.....James A. Clark
 Secy.-Treas.....R. P. Clayberger
 Chairman of Exec. Comm.....Jess Barnes
 Vice-Presidents.....M. E. Carlock,
 ...Paul Smith
 Radio-TV Prod. Mgr.....Lindsay MacFarrie
 Art Director.....Wilfred L. Chausse
 Copy Director.....George S. Thomson
 Production Manager.....Fred Oughton
 Manager Outdoor Dept.....F. J. Fitzgerald
 Media Director.....Thomas H. Young
 Dir. Pub. Recls. & Pub.....Robert W. Robb
 Research Director.....Roger A. Brown

Branch Offices

333 No. Michigan Ave., Chicago, Ill.
 Radio Dept. Mgr.....R. A. Washburn
 712 So. Cursons at Wilshire Blvd.,
 Los Angeles, Calif.
 Phone: York 5115

Manager.....Harry W. Witt
Radio Accounts: Oakite Products, Inc.,
 O-So-Grape, Modern Food, Prudential In-
 surance Co. of America.

TV Accounts: Oakite Products, Inc., Wes-
 tern Biscuit, Van Camp.

CAMPBELL-EWALD CO.

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

AAAA ANPA NOAB PPA PIB
 APA ABC-ABP

Pres. & Ch. of Bd.....Henry T. Ewald
 Executive Vice-Pres.....Henry G. Little
 Senior V.P. & Gen. Mgr.....Edward E. Rollman
 Sr. V.P., Sec. & Treas.....Lawrence R. Nelson
 Senior V.P. & Eastern Mgr.....Winslow H. Case
 Senior Vice-Pres.....R. F. Field
 Senior V.P. & Dir. of Media.....J. J. Hartigan
 Asst. Treas. & Comp.....H. P. Cook
 Vice-Presidents.....Colin Campbell,
 Halsey Davidson, L. F. Robinson, W. P.
 Stewart, John Terns, Frank W. Townsend,
 G. Brewster Lund, Jr.
 Sr. V.P., Radio & TV.....Winslow H. Case

Branch Offices

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

Cr. V.P. & Eastern Mgr.....Winslow H. Case
 Vice-Presidents.....Lynn B. Dudley,
 J. H. Neebe

230 N. Michigan Ave., Chicago 1, Ill.
 Phone: CEntral 6-1916

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

Phone: RIchmond 6201

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

Vice-Pres. & Manager.....T. Milburn Johnston
 15 Edgewood Ave., Atlanta 3, Ga.
 Phone: LAmar 3858

Manager.....G. O. Thom

Radio Accounts: Chevrolet Motor Divi-
 sion, General Motors Corporation, The De-
 troit Edison Company, Grocery Store Pro-
 ducts Company, Foulds Division, Local Met-
 ropolitan Chevrolet Dealer Groups.

TV Accounts: Chevrolet Motor Divi-
 sion, General Motors Corporation, The Detroit
 Edison Company, Local Chevrolet Dealers
 Association, Inc. (New York), Allen B.
 Du Mont Laboratories, Inc.

CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.,
 Minneapolis 2, Minn.
 Phone: LIncoln 3821

ABC ANPA ANPA APA NOAB PPA
 President.....Ray O. Mithun
 Exec. Vice-Pres.....Albert R. Whitman
 Vice-Presidents.....John W. Forney,
 A. C. Ragnow, Lester J. Will

Treasurer.....Beatrice N. Sandquist
 Secretary.....Evelyn Brugette
 Radio Director.....Arthur H. Lund
 Time Buyer.....John Cole
 Production.....Ralph B. Campbell, Jr.
 Time Buyer.....Minnie Kaplan
 Prod. Creative Dir.....John W. Forney
 Copywriters.....Myrna McCauley,
 Bill Wheeler, Jerry Crawford

Branch Office

1021 Palmolive Bldg., Chicago 11, Ill.
 Phone: DElaware 7-5553

Vice-President.....August C. Ragnow
Radio Accounts: Atwood Coffee Co. (At-
 wood's Coffee), Campbell Cereal Co. (Malt-
 o-Meal), Minneapolis, Minn.; Gold Seal
 Company (Wax Products & "Snowy"), Bis-
 marck, N. D.; Great Northern Railway Co.
 (Railroad), Griggs, Cooper & Co. (Food
 Manufacturers), Theo. Hamm Brewing Co.
 (Hamm's Preferred Stock Beer), HI-LEX
 Company (HI-LEX Bleach & Disinfectant),
 St. Paul, Minn.; Land O'Lakes Creameries,
 Inc. (Dairy Products), Minnesota Consoli-
 dated Canneries, Inc. (Butter Kernel Pro-
 ducts), Northern States Power Co. (Electric
 Power), Our Own Hardware Co. (Whole-
 sale Hdwe. & Paint), F. H. Peavey & Co.
 (Feeds), Minneapolis, Minn.; Quality Checkd
 Ice Cream Assn. (Industry Advertising &
 Merchandising), Chicago, Ill.; Russell Miller
 Milling Co. (Flour & Cake Mix), Zinsmaster
 Baking Co. (Bakery Goods), Minneapolis,
 Minn.

TV Accounts: American Dairy Assoc.
 (Product Advertising & Merchandising),
 Chicago, Ill.; Atwood Coffee Co. (Atwood's
 Coffee), Campbell Cereal Co. (Malt-o-Meal),
 Minneapolis, Minn.; Coolerator Co. (Refrig-
 erators & Ranges), Duluth, Minn.; Gold Seal
 Company (Wax Prod. & "Snowy"), Bis-
 marck, N. D.; Griggs, Cooper & Co. (Food
 Manufacturers), Theo. Hamm Brewing Co.

• • • Advertising Agencies • • •

(Hamm's Preferred Stock Beer), St. Paul, Minn.; Kemps Ice Cream Co. (Ice Cream), Minneapolis, Minn.; Larsen Co. (Canned Foods), Green Bay, Wis.; Minnesota Consolidated Canneries, Inc. (Butter Kernel Prod.), Minneapolis, Minn.; Miracloth Corporation (Cleaning Cloth), Chicago, Ill.; Munsingwear, Inc. (Underwear, Sleeping-wear, Foundation Garments, Hosiery), Northern States Power Co. (Electric Power), Minneapolis, Minn.; Orange-CRUSH Co. (Soft Drinks), Chicago, Ill.; Zinsmaster Baking Co. (Bakery Goods), Minneapolis, Minn.

SOLIS S. CANTOR ADV. AGENCY

1711 Walnut St., Philadelphia 3, Pa.
Phone: LO 7-8141

PPA—ABC—ABP—ANPA

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

CARTER ADV. AGENCY

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

ABP—ANPA—APA—NAAN—NOAB
PPA

President. Charles W. Carter
Vice-President. William G. Rowe
Radio-TV Director. Herb True
TV Acct. Execs. Fred Klemp, Curt Bogasch
Radio Accounts: May Potato Chip Co.,
Corn Kurl Chips, Security Natl. Bank, Home
State Bank, Kansas City, Mo.; Consumers
Co-op (Tires, Oil, Feed), City Natl. Bank,
Atchinson, Kans.; McCall Gasoline (Gas),
Roberts Clothes, Butler Mfg. Co. (Farm
Equipment Div.), Allvine Dairy (Milk),
Kansas City, Kan.

TV Accounts: R. B. Jones Inc. (Insur-
ance), Retail Merchants Assn. (Various),
Kansas City, Mo.

CASMIER ADVERTISING CO., INC.

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

Owner & Space Buyer. David C. Casmier
Copy Chief. Harriet B. Carter
Art Director. William E. Burgess
Radio Director. Marvui Casmier
Radio Accounts: Haynes-Griffin (Radio-TV
Records), Eagle Pencil Co., New York, N. Y.

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 Lec

Radio Director. M. Eaton
Production Manager. C. F. Lucchese
TV Director. Allan Black
TV Time Buyers. M. Eaton,
Allan Black

Copy Stuart Hoover
Publicity Fred Laderman

Radio Accounts: Delicia Chocolate & Can-
dy Mfg. Co., Devoe & Raynold Co., Inc.,
(Paints & Art Supplies), Wearbest Rugs
(Broadloom, Carpeting), Hardin Chemical
Co. (5-in-1 Soap, Why-Fires, Home Deodor-
ant), The ReClean Corp.

TV Accounts: Polaroid TV Filters, Dura-
bilt Irons, Bond Clothing Stores, Chese-
brough Mfg. Co., The ReClean Corp.

CECIL & PRESBREY, INC.

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

Phone: MUrray Hill 8-1234

AAAA—ANPA—APA—NOAB—PPA

President. James M. Cecil
Vice-Presidents. Edward B. Noakes,
E. J. K. Bannvart, Guild Copeland, Samuel
Dalsiner, Cecil H. Hackett, S. M. Kenyon,
Harvey L. Kneeland, David G. Lyon, T. F.
MacGrath, Thomas J. Maloney
Sec. & Treas. David C. Thomas
Media Director. Harry Paruas
Radio Director. Edward B. Simmons
Asst. Radio Director. David McAneny
TV Director. J. Frank Gilday
Exec. Producer TV. Leo Langlois
TV Prod. Super. W. C. Patterson
Time Buyer. Herbert Gruber

Branch Office

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

Manager Riley Jackson
Radio Accounts: Philip Morris & Co.
(Philip Morris Cigarette), Bymart, Inc.
(Tintair), New York, N. Y.; Block Drug Co.,
Inc. (Amm-i-dent), Jersey City, N. J.; Elec-
tric Auto-Lite (Spark Plugs, Batteries &
Parts), Toledo, O.; U. S. Coast Guard, New
London, Conn.; Oyster Shell Products (Pilot
Brand Oyster Shell), New Rochelle, N. Y.;
Lamont Corliss & Co. "Quik"; Semi-Sweet
Choc., Nestle Co., Inc. (Nescafe), Union
Dime Savings Bank, New York, N. Y. Union
Pharmaceutical Co., Inhiston, Montclair,
N. J.

TV Accounts: Block Drug Co., Inc. (Amm-
i-dent), Jersey City, N. J.; Bymart, Inc.
(Tintair), New York, N. Y.; Electric Auto-
Lite (Spark Plugs, Batteries & Parts), To-
ledo, O.; Lamont, Corliss & Co. (Ever-Ready
Cocoa, Chocolate Bars), Sylvania Electric
Co. (All Major Products), The Nestle Co.,
Inc. (Nescafe), Philip Morris & Co. (Bond
Street Tobacco), New York, N. Y.; Topps
Chewing Gum, Inc., Brooklyn, N. Y.

Advertising Agencies

NELSON CHESMAN COMPANY

Hamilton Trust Bldg., Chattanooga 8, Tenn.
Phone: 6-1912

ABP APA SNPA

Pres., Media Dir., Radio Time & Talent

Buyer, Personnel Dir., Sara M. Kelly
Art & Prod. Mgr., Copy Chief, Radio-TV

Dir., Talent Buyer, James R. Fox
Radio Accounts: The Chattanooga Medicine Co. (Cardui, Black-Draught, Zyrone, Soltice), Chattanooga; Tennessee Nursery Co. (Nursery and Fruit Trees), Cleveland.

CHICAGO ADV. AGENCY

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

Phone: WA 2-5732

ANPA-PPA APA ABC

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

JAMES THOMAS CHIRURG CO.

111 Park Square Bldg., Boston 16, Mass.

Phone: HAVeock 6-7310

AAAA ABC ABP ANPA APA

NOAB PPA CCA SNPA

President & Treas., James Thomas Chirurg
Vice-President, Leo J. Hardiman
V.P. in Chg. of Mds., Joseph A. Proctor
V.P. in Chg. of Research, Richard L. Edsall
Dir. of Radio & TV, Edmund J. Shea
Film Director, J. Nelson Clifford

Branch Office

13 E. 13rd St., New York 17, N. Y.

Phone: MUrray Hill 7-5010

Vice-President, George A. Fryc
Radio Accounts: H. C. Baxter & Bro. (Canned Potatoes), Brunswick, Me.; W. L. M. Bendsorp Company (Cocoa and Instant Chocolate), Boston, Mass.; Bates Shoe Company (Men's Shoes), Webster, Mass.; Lifetime Stainless Steel Co. (Cooking Utensils), Louisville, Ky.; New England Coke Company (Fuel), Boston, Mass.; The Rumford Company (Baking Powders), Rumford, R. I.; Chase-Shawmut Company (Fuses), Newburyport, Mass.

C. P. CLARK, INC.

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

APA ABP NOAB PPA SNPA ANPA

Pres., Radio Dir. & Acct. Exec., C. P. Clark
Vice-Pres. & Treas., D. G. Goodwin
Secretary, J. D. Clark

Radio Accounts: American National Bank (Institutional), Tenn., Valley Assn. Marketers (Top Line Appliances).

ROBT. E. CLARKE & ASSOC., INC.

Ingraham Bldg., Miami 2, Fla.

Phone: 2-3282

ANPA-PPA-SNPA NOAB

Pres. & Space Buyer, Robt. E. Clarke
V.P., Secy. & Treas., C. B. Clark
Art Dir. & Prod. Mgr., J. H. Freeman
Radio & Pub. Dir., E. S. Hamburger
Media Dir. & Radio Time Buyer, C. Bonnell
Acct. Exec., Robt. E. Clarke
Geo. I. Clarke

Radio Accounts: WIOD, WSPA.

CLEMENTS COMPANY, INC.

Horn Bldg., Philadelphia 3, Pa.

Phone: RIttenhouse 6-0236

ANPA PPA

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

HARRY B. COHEN ADV. CO., INC.

1 E. 57th St., New York 22, N. Y.

Phone: MUrray Hill 3-3030

President, Harry B. Cohen
Vice-Pres./Treas., Edith S. Cohen
V.P., Copy Chief, Radio TV Dir.,
and Talent Buyer, Edward Moshire

Vice-President, Edward Rosenwald
Secretary, Harry B. Cohen, Jr.
Art Director, Robert E. Wilson
Production Manager, Oscar Filepp
Space Buyer, Jeanette LeBrecht
Time Buyer, Mary Dunlavy
Comptroller, Walbeth Ludwig

Radio Accounts: The Grove Laboratories (Grove's Chill Tonic, Pfunder's Tablets, Dr. Porter's Antiseptic Oil), St. Louis, Mo.; Grove-Fitch Division (Fitch Shampoo, Fitch Ideal Hair Tonic); Pearson Pharmaceutical Co. (Dew Deodorant, "Eumid" Chlorophyll Deodorant Tablets), New York, N. Y.; The Chattanooga Medicine Co. (Syrup of Block Draught), Chattanooga, Tenn.; The Beaumont Co. (E-Way Cold Tablets), St. Louis, Mo.

TV Accounts: The Grove Laboratories, Inc., F. W. Fitch Div., The Beaumont Co., New York, N. Y.

THE ARNOLD COHAN CORP.

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

Phone: PLaza 7-7730

Pres., Radio & TV, Treas., Arnold Cohan
Radio & TV Copy Chief, Jeff Selden
Art Director, Herbert Dougherty
Prod. Dir., John Mulligan
Acct. Exec., Arnold Cohan
Radio & TV Accounts: Bruno-New York, Inc.; (RCA Victor, Bendix, International Harvester Distributor) Sunset Appliance; Bedford TV, Inc.

RUSSELL C. COMER CO.

Land Bank Bldg., Kansas City 6, Mo.

Phone: HArrison 3964

APA-ANPA-PPA ABP

Advertising Agencies

Partners... Russell C. Comer, Ruth E. Comer
 Prod. Mgr., Art Dir..... Tom Korchak
 Acct. Executive..... Gardner Reams
 Radio Director..... Bill Godden

COMPTON ADVERTISING, INC.

630 Fifth Ave., New York 20, N. Y.
 Phone: Circle 6-2800
 ANPA—PPA—NOAB—ABC—APA
 ABP—AAAA

President..... Robert D. Holbrook
 Vice-Pres. & Secy..... Leonard T. Bush
 Executive Vice-Pres... Thurman L. Barnard
 Vice-Presidents..... Frank Griffin,
 Barton Cummings, Allen Flouton, Willard
 J. Heggen, Alfred J. Seaman, Jr., Loren B.
 Stone, Seaward M. Woodard
 V.P. & Dir. of Radio &
 TV Prod. L. H. Titterton
 Mgr. of TV Programming... Brewster Morgan
 Mgr. of TV Comm. Prod.... Lloyd Durant
 Dir. of Publicity..... Joseph Field
 V.P. & Dir. of Media..... Guy Richards
 Mgr. of Media Dept..... Frank B. Kemp
 Head Time Buyer..... Henry Clochessy
 Time Buyers..... Julia Brown,
 Martin Hansen, Richard Hurley, Oliver
 Blackwell, Sherwood Heath, Alfred Ritter,
 Frederick Benedix, Robert Tatum

Branch Offices

Socony-Vacuum Bldg., Chicago, Ill.
 Manager..... L. O. Holmberg
 Gwynne Bldg., Cincinnati, O.
 Manager..... Robert P. Marsh
 744 N. 4th St., Milwaukee, Wis.
 Manager Richard Davis
 6253 Hollywood Blvd., Hollywood, Calif.
 Manager Floyd Holm
Radio and TV Accounts: Procter & Gamble
 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, Simmons Knife, YES Tissues,
 M. K. Goetz Brewing Co. (Country Club
 Beer), Quick Elastic Starch, Personal Prod-
 ucts Co.; The Hubinger Co.

CONNER, JACKSON, WALKER, McCLURE

461 Market St., San Francisco 5, Calif.
 Phone: YUkon 6-0196
 ABP—ANPA—APA—NOAB—PPA—FAAG
 President..... E. W. Conner
 Vice-Presidents..... Shirley Walker,
 J. H. Jackson
 Sec.-Treas..... B. H. McClure
 Copy Chief..... Audrey Janisen
 Art Director..... Fernando Penalosa
 Production Managers..... Virginia George,

Barney McClure, Audrey Janisen
Radio Accounts: Golden Nugget Sweets,
 Ltd. (Big Hunk Candy Bar), San Francisco,
 Calif.; Dinah's Shack (Restaurant), Palo
 Alto, Calif.; The Fox Shoppe (Restaurant),
 Redwood City, Calif.; Shaw Candies (Con-
 fections), San Francisco, Calif.

TV Accounts: D. E. Sanford Company
 (Waring Blender), Goorin Bros. (Raindri
 Repellent), San Francisco, Calif.; Dinah's
 Shack (Restaurant), Palo Alto, Calif.

COWAN & DENGLE, INC.

527 Fifth Ave., New York 17, N. Y.
 Phone: MURray Hill 2-4940
 ANPA—PPA—NOAB—APA

President..... Stuart D. Cowan
 Vice-Pres. & Treas..... H. W. Dengler
 Vice-Presidents..... Porter F. Leach,
 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), Bordens, Frank G. Shattuck Co.
 (Schrafts Stores & Restaurants), New York.
TV Account: Pears Soap.

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.; Dia-
 mond Ice & Coal Co. (Fuels, Home Prod-
 ucts), Equitable Trust Co., Greenhill Dairies,
 Inc., Wilmington, Del.; Steinman Stations,
 Lancaster, Pa.; Riverview Beach Park, Penns-
 ville, N. J.; Wilson Line, Inc. (River Trans-
 portation), Wilmington, Del.

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

THE CRAMER-KRASSETT CO.

733 North Van Buren St., Milwaukee 2, Wis.
 Phone: DALY 8-3500
 AAAA—ABC—ABP—ANPA—APA
 NOAB—PPA—BMB

President..... A. W. Seiler
 Exec. Vice-President..... H. N. Pasteur
 Vice-Pres.-Treas..... C. W. Faude
 Secretary F. Annmueller
 Vice-Presidents..... H. Dyson, C. H. Brehm,

• • • Advertising Agencies • • •

R. I. Timm, N. E. Telander
 Vice-Pres./Dir. of Media.....L. H. Ness
 Radio-TV Time Buyer.....Loretta Mabar
 Radio-TV Acct. Supers.....R. LeGrand,
 K. Hegard, J. Pritchard
 Chief Continuity Writer.....Patricia Noble
 Continuity Writers.....Gloria Brooks,
 Barbara Altfeld
 Radio-TV Scheduling.....Doris Klemme

Radio Accounts: Plankinton Packing Co. (Meat Products), Ed. Schuster & Co., Inc. (Department Store), First Federal Savings & Loan Association of Wisconsin (Savings & Loan Assor.), Milwaukee, Wis.; Hoberg Paper Mills (Charmin Paper Products), Green Bay, Wis.; Fox Wisconsin Amusement Corp. (Theater Change), Milwaukee, Wis.; St. Charles Mfg. Co. (Custom Kitchens), St. Charles, Ill.; Kinkert Candy Co. (Candy), Milwaukee, Wis.; The Golden Rule (Department Store), St. Paul, Minn.; Morehouse-Martens (Department Store), Columbus, O.; Henri's Food Products (Salad Dressings), Upper 3rd Street Advancement Association, American Linen Supply (Linen Suppliers), Chevrolet Dealers of Milwaukee (Car Dealers), A. O. Smith Corp. (Heating Division) (Heating Equipment), Milwaukee, Wis.

TV Accounts: Ed. Schuster & Co., Inc. (Department Store), Broadway House of Music (Musical Department Store), Plankinton Packing Co. (Meat Products), First Federal Savings & Loan Association of Wisconsin (Savings & Loan Assor.), Marine Natl. Exchange Bank (Bank), The Milwaukee Company (Investments & Securities), Milwaukee Gas Light Company (Gas Utility), Milwaukee, Wis.; The Golden Rule (Department Store), St. Paul, Minn.; Donaldson's (Department Store), Minneapolis, Minn.; Morehouse-Martens (Department Store), Columbus, O.; Henri's Food Products (Salad Dressings), Upper 3rd Street Advancement Association, Chevrolet Dealers of Milwaukee (Car Dealers), Pflugrad Co. (Heating Equipment), Wis. Plumbing & Heating Supply Co., Milwaukee, Wis.; Mueller Mfg. Co. (Snap-Tite Bottle Stoppers), Racine, Wis.; A. O. Smith Corp. Heating Division (Heating Equipment), A. H. Weinbrenner Co. (Shoe Manufacturer), Milwaukee, Wis.; Rolfs (Personal Leather Goods), West Bend, Wis.

CRITCHFIELD & COMPANY, INC.

720 North Michigan Ave., Chicago 11, Ill.

Phone: Superior 73061

ANPA APA PPA NOAB

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

CRUTTENDEN & EGER

69 W. Washington St., Chicago 2, Ill.

Phone: Financial 6-3630

ANPA ANPA PPA NOAB APA

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

CUNNINGHAM & WALSH, INC.

(formerly Newell-Emmett Co.)

10 E. 34th St., New York 16, N. Y.

Phone: Murray Hill 3-1900

ANPA ANPA PPA ANPA NOAB
 ABC APA

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

Branch Office

3120 Sunset Blvd., Hollywood 16, Calif.

Phone: GR 6131

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

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

DANCER-FITZGERALD-SAMPLE, INC.

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

Phone: OR 9-0600

ANPA ANPA APA PPA

President.....H. M. Dancer
 Vice-President.....G. L. Fitzgerald
 Vice-Pres./Treas.....Paul Keenan
 Vice-Pres./Secy.....F. T. Leighty
 V.P. & Radio-TV Dir.....Adrian Samish
 V.P.s. & Acct. Execs.....Lynlon O. Brown,
 Joseph H. Holmes, Jr., Charles Hotelkiss,
 Gordon Johnson, Donald Manchester, J. James Neale, Richard Porter, Frank Rigio, Adrian Samish, A. W. Spence, Jr., Samuel Sutter, George Torney, Basil Mathews, Al Kabaker

Branch Offices

221 N. La Salle St., Chicago 1, Ill.

Exec. Vice-President.....J. Sewall Gardner
 V.P.s. & Acct. Execs.....E. R. Detchon,
 J. Fitzmorris

1630 N. Vine St., Hollywood 23, Calif.

Manager.....Alvin Kabaker
 6 King St. E., Toronto, Ontario, Can.
 Manager.....Gilbert Nunn

. . . Advertising Agencies . . .

Radio Accounts: Campbell Soup Co., Falstaff Brewing Corp., General Mills, Inc., Lewis-Howe Co., Procter & Gamble Co., Sterling Drug, Inc.

TV Accounts: Carter Products, Inc., Falstaff Brewing Corp., General Mills, Inc., Sterling Drug, Inc., Procter & Gamble.

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-President.....P. J. Orthwein
Radio-TV Director.....P. A. Louis
(New York Office)

Branch Offices

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

Phone: PLaza 8-2600

Vice-President.....John Toigo
Terminal Tower Bldg., Cleveland 13, O.
Phone: CH 1-0158

Vice-President.....Stanley P. Seward
90 Broadview Ave., Toronto, Ontario, Can.
Phone: GL 7591

Vice-President.....G. P. Altenbernd
800 Peachtree St., N.E., Atlanta 5, Ga.
Phone: VE 8815

Vice-President.....J. Hixon Kinsella
6532 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLlywood 9-6327

Manager.....Edmund Anderson
Radio Accounts: The Coca-Cola Co., Atlanta, Ga.; Anheuser-Busch, Inc., Laclede Gas Light Co., St. Louis, Mo.; General Tire & Rubber Co., Akron; Cleveland Electric Illuminating Co., Cleveland, O.

TV Accounts: Anheuser-Busch, Inc., St. Louis, Mo., Coca-Cola Co., Atlanta, Ga.

JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis 1, Mo.

Phone: MAIn 0790-1

PPA—NOAB—APA

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

TV Account: Pepsi-Cola.

DAVIS & COMPANY

912 Pacific Mutual Bldg., Los Angeles, Calif.

Phone: Michigan 3908

ANPA—PPA

Owner-TV Time Buyer.....Robert J. Davis
Radio Time Buyer.....Susan P. Tours
Account Executive.....Frank F. B. Houston
Radio Accounts: Blue Bird Potato Chips, Inc., Scudder Food Products, Popcorn Processors, Inc.

TV Accounts: Scudder Food Products, Wilson & Co. (Pacific Coast); Popcorn Processors, Andersen's Split Pea Soup.

IRVING DAVIS COMPANY

151 West 51st St., (Hotel Abbey)

Phone: PLaza 7-3790-1

ABP

BEN DEAN ADVERTISING AGENCY

207 Houseman Bldg., Grand Rapids 2, Mich.

Phone: 8-0666

APA—ABP

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

DICKLOW ADV. AGENCY

1324 National City Bldg., Dallas 1, Tex.

Phone: RANDolph 8295

APA—SNPA

Owner-Radio Buyer.....Irene Scott Dicklow
Radio Accounts: Magnolia Seed Co., Chigger Chaser, Destruxel.

TV Accounts: Marrs-Mundy-Quill.

DINION & DuBROWIN, INC.

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

Phone: PLaza 9-5128

ABP

Pres.-Treas.....Erwin Dinion
Secretary.....Blanche Dinion
Radio-TV Directors.....Henry Burbig,
Lou Auerbach

DOE-ANDERSON ADV. AGENCY

Martin Brown Bldg., Louisville 2, Ky.

Phone: WAhash 3193

ANPA—APA—PPA—SNPA

Partners..Elmer H. Doe, Warwick Anderson
Acct. Exees.....Elmer H. Doe,
Warwick Anderson, George W. Emerson,
Robert G. O'Brein.

Media Buyer.....Miss G. P. Wagner
Production Manager.....J. B. Peterkin

DOHERTY, CLIFFORD & SHENFIELD, INC.

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

Phone: BRyant 9-0445

AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

President.....Lawrence L. Shenfield
Vice-Presidents.....Donald K. Clifford,
Francis J. Doherty, Joel F. Jacobs, William
E. Holden, Harry M. Ireland, Aldis P.
Butler

V.P. & Secretary.....William E. Steers
Asst. Treasurer.....Nelson O. Argueso
Asst. Secretary.....Marie L. Brennan
V.P. & Copy Chief.....James F. Egan
V.P. & Research Dir.....E. W. Reynolds
V.P. Radio & Tel. Dir..Chester MacCracken

Advertising Agencies

V.P. & Art Director.....Robert E. Shaw
 V.P. & Dir. of Media.....S. L. Frey
 V.P. & Dir. Professional Div.
 Dr. Philip Reichert

Radio Accounts: Bristol-Myers Company (Trushay, Sal Hepatica, Ipana, Bufferin and Resistab, Ammen Vitalis, Mmm, Vitalis Hair Cream, Benex), New York, N. Y.

TV Accounts: Bristol-Myers Company (Ipana, Vitalis, Resistab, Sal Hepatica, Trushay, Bufferin, Mmm), Welch Grape Juice (Grape Juice, Preserves), New York, N. Y.; Borden Co. (Borden's Inst. Coffee).

THE RALPH L. DOMBROWER CO., INC.

11 E. Franklin St., Richmond 21, Va.
 Phone: Richmond 3-411-3

ABP—APA—SNPA

Pres.-Treas.-Space Buyer (News)
 Ralph L. Dombrower, Sr.
 Vice-Pres.....Ralph L. Dombrower, Jr.
 V.P., Sec. & Radio Time Buyer
 Malcolm B. Dombrower
 V.P., Counsel.....Morton L. Wallerstein
 Art Director.....Hobart Britton
 Production Manager.....LeBaron Coakley
 Radio Director.....T. Michaux Moody
 Assistant.....Wilson Angel
 Media & Space Buyer (Mag.).....Phyllis King

Branch Office

Woodward Bldg., Washington, D. C.
 Phone: RFpublic 1120

Manager.....Philip Rosenfeld

Radio Accounts: Pamplin Smoking Pipe & Mfg. Co., Pamplin; Richmond Hotels, Inc. (Richmond, Va. Hotels & Old Point Comfort); Fork Union Military Academy (Military School), Fork Union; Etchison Hat Co., Inc., Chesterfield Hat Corp., Richmond, Va.

DONAHUE & CO., 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 Assistant.....Walter Collins
 Writer-Acct. Exec.....Latham Owens

Radio Accounts: New York Herald Tribune, New York World-Telegram & The Sun, Abnri's Coffee, Carolina Rice (River Brand Rice Mills, Inc.), M-G-M, New York, N. Y.; Atlantic Ale & Beer, Atlanta, Ga.

TV Accounts: Gold Medal Candy Corp. (Bonomo's Turkish Taffy), New York, N. Y.; Scripto, Inc. (Pen- and Pencils), Atlanta, Ga.; M-G-M, New York, N. Y.

W. B. DONER & COMPANY

505 Washington Bldg., Detroit 26, Mich.
 Phone: Woodward 5-7400

ANPA—PPA

President.....W. B. Doner
 Exec. Vice-Pres.....Charles E. Rosen
 Treasurer.....Julian A. Grace
 Vice-President.....Felix Hower
 Secretary & Art Dir.....Ben Goldstein
 Asst. Dir. Radio-TV.....Cherie Lee
 Staff.....Howard Fisher, Robert King,
 Nan Branam

Branch Office

203 N. Wabash Ave., Chicago 1, Ill.
 Phone: DEa 2-4676

Exec. Vice-Pres.....Marvin H. Frank

Radio Accounts: Big Bear Markets (Supermarkets), Detroit, Mich.; DeRoy Jewelers (Jewelers), Dearborn, Mich.; Dixie Shops (Men & Women's Shops), Ypsilanti, Ann Arbor, Adrian, Mich.; Famous Furniture & Upholstering Co., Faygo Beverage Co. (Soft Drinks and Mixers), Grand River Chevrolet Co. (Chevrolet Dealer), Hub Appliance Stores (Appliances), Greater Detroit Movie Prize Contest (Theatres), Richard's Drive-Ins (Drive-Ins), Speedway Petroleum Corp. (Gasoline), Detroit, Mich.; Steinberg's Clothing, Inc. (Men & Women's Wear), Cincinnati, O.; United Shirt Distributors (Men's Wear), Weil & Co. (Dept. Store), Detroit, Mich.

TV Accounts: Anni Furs (Furs), Big Bear Markets (Supermarkets), Famous Cleaners (Cleaners), Famous Furniture Stores (Furniture), Faygo Beverage Company (Soft Drinks and Mixers), Federal Department Stores (Dept. Stores), Glendale Provision Co. (Meat Packers), Kay Bee Sales (Appliances), Greater Detroit Movie Prize Contest (Theatres), Detroit, Mich. and Suburban; R. R. Pressel Sausage Co. (Meat Packers), Richard's Drive-In (Drive-Ins), Rose Jewelry Company (Jewelry Chain), Speedway Petroleum Corp. (Gasoline), Video Sales Corp. (Mail Order Items), Packard Dealers of Greater Detroit, Studebaker Dealers of Greater Detroit, Everkrisp Food Products Co. (Potato Chips), Detroit, Mich.

DORLAND, INC.

217 Park Ave., New York 17, N. Y.
 Phone: ELdorado 5-2630

ABP—ANPA—APA—NOAB—PPA

President.....Atherton Pettingell
 Treas., Exec. V.P.....Walter S. Maas
 Secy., Adm. Asst. to Pres., Mary L. Shaunty
 V.P., Dir. of Package Goods

Div.....Herschel Deutsch
 V.P., Assoc. Dir. of Package

Goods Div.....Abner J. Rubien
 Vice-Pres., Art Dir.....Goldie Heller
 Dir. of Merchandising.....Shirley Polykoff

. . . Advertising Agencies . . .

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: A. S. Beck Shoe Corp., Lauvin Perfumes, Ameritex Div.-Cohn-Hall-Marx, 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.; Sanson Hosiery Co.

DORRANCE-WADDELL, INC.

160 East 56th St., New York 22, N. Y.

Phone: PLaza 9-5120

ABP

PresidentDick Dorrance
 Exec. Vice-Pres.....Eugene Waddell
 Vice-Pres.-Treas.....John A. Cashman
 Media Director.....William L. Morison
 Art Director.....Jack Wolfgang Beck
 Production Manager.....Lincoln Allan
 Director of Marketing.....William Bonyun

Radio Accounts: Glamour Products Co. (Vitrex), Los Angeles, Calif.; Austin-Greene, Inc. (Remayne Lipstick), Joan Nyola, Inc. (NailFilm), New York City; Reed Products, Inc. (Corbex), St. Louis, Mo.; Nyo-lene Labs, Inc. (Filmasque), New York City, Crossland Mfg. Co. (Moth Preventives), Toledo, O.

TV Accounts: (Same as above.)

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.

Phone: HUbbard 2-8050

ANPA—NOAB—PPA

Radio & TV Dir...Theodore B. Pitman, Jr.
 Asst. Radio & TV Dir.....Helen Garabedian
Branch Offices

*Dowd, Redfield & Johnstone, Inc.

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

Phone: MU 8-1275

Exec. in Charge.....John C. Dowd
 Dowd, Redfield & Johnstone, Inc.

832 Washington Bldg., Washington, D. C.

Phone: NAtional 7397

Exec. in Charge.....A. D. O'Connor

* Affiliated office.

Radio Accounts: Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Boston Edison Co. (Electricity), Boston Mass.; Buckley & Scott Utilities, Inc. (Equipment for Heating), Watertown, Mass.; City Fuel Co. (Coal), Boston, Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Groveton Paper Co. (Paper), Boston, Mass.; Martin L. Hall Co. (Coffee & Tea), South Boston, Mass.; Harvard Brewing Co. (Ale & Beer), Lowell, Mass.; National Company (Radio Receivers & TV Sets), Malden,

Mass.; Staples Coal Co. (Coal), Town & Country (Real Estate), Boston, Mass.

TV Accounts: Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Carpenter-Morton Co. (Paints), Everett, Mass.; Columbian Purchasing Group, Inc. (Hosiery), Celect Baking Co. (Bread), Boston, Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Giusti Bread (Bread), New Bedford, Mass.; Groveton Papers Co. (Paper), Boston, Mass.; Martin L. Hall Co. (Coffee & Tea), South Boston, Mass.; Harvard Brewing Co. (Ale & Beer), Megowen-Educator Food Co. (Crackers & Biscuits), Lowell, Mass.; Eugene Rothmund, Inc. (Sausages & Frankforts), Soverville, Mass.; Snider Fuel (Coal), Charlestown, Mass.

DOWD, REDFIELD & JOHNSTONE, INC.

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

Phone: MUrray Hill 8-1275

ABP—ANPA—NOAB—PPA

Chairman.....L. L. Redfield
 President.....John C. Dowd
 Exec. Vice-Pres.....Edmund F. Johnstone
 Treasurer.....Edward D. Parent
 SecretaryHarold Tuers
 Radio-TV Director.....William H. Eynon
 Time Buyers.....Mary Ripple,
 Jean Zipser

Branch Office

832 Washington Bldg., Washington, D. C.

Phone: National 7397

Exec. in Cbg.....A. D. O'Connor
Radio Accounts: Stern Bros. (Department Store), New York, N. Y.; Bell & Co. (Bell-Ans, Proprietary Medicine), Orangesburg, N. Y.; Block Drug Co. (Various Drug Products), Jersey City, N. J.; Stahl-Meyer, Inc. (Meats), Ryan Candy (Candy Bar), New York, N. Y.

TV Accounts: Block Drug Co. (Omega Oil), Jersey City, N. J.; So-Lo Mark Co. ("Tots" Rubber Footwear), Cincinnati, O.; Janes Art Studios, Inc. (Greeting Cards), Islip, N. Y.; Stahl Meyer, Inc. (Meats), New York, N. Y.; The Rapidol Distributing Corp. (Blensol), New Hyde Park, N. Y.; Ryan Candy (Candy Bar), New York, N. Y.

L. J. DuMAHAUT ADV. AGENCY

Book Tower, Detroit 26, Mich.

Phone: WO 2-8246

APA

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

Advertising Agencies

ROY S. DURSTINE, INC.

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

Phone: Circle 6-1100

NOAB-PPA-APA

President.....Roy S. Durstine
 Vice-Pres. Secy.....Arch T. Gardiner
 Vice-Presidents.....Wm. E. Dempster,
 John Malone, Jr., Ralph D. Allum
 Treasurer.....T. Arnold Rau
 Prod. & Traffic Mgr.....Fred Otto
 Space Buyers.....F. L. Chipperfield,
 F. Karpowich
 Head Art Dir.....Harvey A. Spooner
 Art Director.....J. Burton Stevens
 Executives.....Clem W. Kohlman,
 Robert L. Whitehead
 Mgr. Radio-TV Depts.....Bergi Boe
 Acting Manager.....Hubert Wilke

Branch Offices

3259 Wilshire Blvd., Los Angeles, Calif.

Phone: DU'nkirk 8-3441

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

Phone: YUkon 6-6239, 6240

Exec.in-Charge.....Robert B. England
Radio Accounts: The Serutan Co. (Serutan,
 Sedagel, Nutrex, RDX, Lemel, Geritol, Journal
 of Living), C. J. Van Houten & Zoon
 Inc. (Cocoa & Chocolate), New York, N. Y.

TV Accounts: American Cyanamid Co.
 (Superset Div.), The Serutan Co. (Serutan,
 R. D. & Sedagel), New York, N. Y.

ADAM F. EBY & ASSOC.

336 Andrews Bldg., Buffalo 2, N. Y.

Phone: MADison 2921

Owner.....Adam F. Eby
 Account Execs.....Joan Leslie,
 Samuel E. Eby, Lillian Kirk

Radio Accounts: Annual Sports Show,
 Home Family Laundry, David J. Scott Co.,
 Brace McGuire Co., Inc., Chip Steaks of
 N. Y., Quick'n Tasty Foods, Inc., Wilsolve
 Corp., Spraint Co.

EDELSTEIN-NELSON ADV. AGENCY, INC.

203 North Wabash St., Chicago 1, Ill.

Phones: ANdover 3-3867, DEarborn 2-5976

ABP-PPA

President.....Edward Edelstein
 Vice-President.....John J. Freeman
 Art Director.....Leo Rotelli
 Copy Chief.....Rita Lonan
 Auditing.....Frances Sopata, Martin Greenman
TV Accounts: Conway Camera Co. (Photographs), Chicago, Ill.

ELLINGTON & CO., INC., ADV.

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

Phone: MUrray Hill 7-1500

ANPA-APA-NOAB-PPA

President.....Jesse T. Ellington
 Vice-Presidents.....Theodore S. Strong,

Hyland L. Hodgson, Charles R. Marshall,
 Chauncey L. Landon, Van Davis, Frances
 Raftery, William A. Bariel

Treasurer.....Gordon M. Kingman
 Dir. Radio & TV.....Hal James
 Business Manager.....John Schuyler House
 Radio & TV Time Buyer.....Dan Kane
 Asst. to Hal James.....Kay Woelfle
 Writers.....M. E. Darmstadter,
 Patricia Read, Barbara Smith

Production.....Jim Haupt
Radio Accounts: Cities Service Company
 (Gasoline and Oil), Celanese Corporation of
 America (Yarns, Fabrics, Plastics), New
 York, N. Y.

TV Accounts: Cadbury-Fry America, Inc.
 (Candy), Cities Service Company (Gasoline
 and Oil), Celanese Corporation of America
 (Yarns, Fabrics, Plastics), New York, N. Y.

ELLIOTT, DALY & SHERMAN, INC.

256 Sutter St., San Francisco 8, Calif.

President.....John C. W. Daly

Vice-President.....Robert Sherman
 Secretary & Treasurer.....Wallace F. Elliott

Production Manager.....Richard F. Luey
 Account Executive.....Katherine Doyle Spann

Radio and TV Accounts: KPIL-TV, San
 Francisco; KSFO-AM, San Francisco.

ELLIS ADVERTISING CO.

Erlanger Theatre Bldg., Buffalo 1, N. Y.

Phone: CL 6780

ABP-ANPA-APA-NOAB-PPA-ADNA
 Partners.....Michael E. Ellis,
 Jerome R. Ellis

TV Director.....Josephine Williams
 Radio Director.....Arleue Walters

Branch Offices

1139 Granite Bldg., Rochester, N. Y.

Phone: HA 1153

Manager.....Jack Perry
 145 E. 53rd St., New York 22, N. Y.

Phone: PE 9-1310

Manager.....Kurt Mann
 96 King St. W., Toronto, Ont.

Phone: WA 9902

Manager.....M. May
 1255 Phillips Square, Montreal, Que.

Phone: PL 1466

Manager.....Ben Cossman
 118 Seymour St., Vancouver, B. C.

Phone: MA 2631

Manager.....Val Warren
Radio Accounts: Nemmer Furniture Com-
 pany (Furniture Manufacturer), Rosinski
 Furniture Co. (Furniture Stores), DiBello
 Motor Sales (Pontiac Dealers), Buffalo,
 N. Y.; Old Barn (Restaurant), East Aurora,
 N. Y.; Farmers and Mechanics Bank (Sav-
 ings Bank), Lockport, N. Y.; Hyatt Dry
 Beverages (Ginger Ale), Quality Laundry
 (Laundry and Dry Cleaning), William C.
 Mannz (Insulation and Heating), Buffalo.

Advertising Agencies

N. Y.; Niagara County Savings Bank (Savings Bank), Niagara Falls, N. Y.; Kensington Savings & Loan Assn. (Savings and Loan Assn.), Madison Cab (Taxi Cabs), Mel's (Men's Clothing), A & B of Buffalo, Inc., (Ballantine Beer Distributors), Albert's Curtain Shop (Curtains and Drapery Fabrics), Phoenix Brewery Corp. (Beer and Ale), Western Savings Bank (Savings Bank), Mursten's (Furrier), Mutual Savings Banks (Savings Banks), Buffalo, N. Y.

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

ROBERT J. ENDERS ADVERTISING, INC.

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

President.....Robert J. Enders
Exec. Vice-President.....Howard A. Enders
Vice-President.....Bert M. Sarazan
Secretary-Treasurer.....Melvin Alan Bank
Account Executives.....Sylvia Devey,
Robert I. Black, Robert Fischer, Robert
Keefe, Al Fingerman, Robert L. Friend
Planning Director.....Leonard C. Rennie
Research Director.....Dan Haseltine
Office Manager.....Lucille Williams
Radio-TV Director.....Margot Phillips
Radio-TV Production Mgr..Mary Griffin, Jr.
Traffic Manager.....Dorothy Wasserman
TV Art Director.....Fred Waller

Branch Offices

Statler Building, Boston, Mass.
Phone: Hancock 65796

Manager.....Roberta Barrett
1420 Walnut St., Philadelphia, Pa.
Phone: Kingsley 6-1858

Manager.....Herb Davis
2601 North Charles St., Baltimore, Md.
Phone Hopkins 6972

Manager.....William F. Fitzgerald
Nashville, Tenn.

Manager.....Donald Blass
Oliver Building, Pittsburgh, Pa.

Manager.....Nelson Schrader

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

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

ENGEL ADVERTISING, INC.

185 N. Wabash Ave., Chicago 1, Ill.
Phone: State 1366-7

ANPA—PPA—APA—NOAB

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

• • • Advertising Agencies • • •

ENNIS-ANDERSON ADV. AGENCY

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

President.....E. L. Anderson
Vice-President.....Frank Lunnis
Art Director.....Milton M. Young
Radio Director.....Lou McAdams
Radio Accounts: National Dollar Stores, Roth Furniture Co., Fresno Macaroni Co., Perfection Macaroni Sauce, Airport Speedway.

ERWIN, WASEY & CO., INC.

120 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-8700

AAAA-ANPA-APA-NOAB-TPA

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

Sec.-Treas.....James E. O'Connor
Vice-Pres., Radio.....C. H. Cuttington
Radio Director.....Keith B. Shaffer
TV Director.....Richard I. Eastland
Time Buyer.....Ray Simms
Radio Dir. (L. A.).....Robert L. Redd
TV Dir. (L. A.).....Charles F. Lowe
Time Buyer (L. A.).....Jack Seltner
Time Buyer (Chicago).....John Gwynn

Branch Offices

230 N. Michigan Ave., Chicago 1, Ill.
Vice-President.....L. R. Northrup
5015 Wilshire Blvd., Los Angeles 36, Calif.
Exec. Vice-Pres.....Fred M. Jordan
523 Marquette Ave., Minneapolis 2, Minn.
Manager.....Mac Martin
1st National Bank Bldg., Oklahoma City, Ok.
Manager.....Warren Humphrey
1170 Bay St., Toronto, Ont., Can.
Manager.....Ralph L. Lawson
1121 St. Katherine St., W., Montreal, Que.,
Canada

Manager.....Brian Dexlin
Radio Accounts: Barbasol Co. (Barbasol), Indianapolis, Ind.; Musterole Co. (Musterole), Cleveland, O.; Lydia E. Pinkham Medicine Co. (Vegetable Compound), Lynn, Mass.; Carnation Co. (Evaporated Milk, Ice Cream, Malted Milk), Los Angeles, Calif.; Albers Milling Co. (Cereals, Flapjack Mix, Friskies Dog Food), Seattle, Wash.; Consolidated Cigar Corp. (Harvester Cigars, Dutch Masters Cigars), Zonite Products Corp. (Laryx), New York, N. Y.; Nash Coffee Co. (Coffee), Minneapolis, Minn.; S. C. Johnson & Sons, Inc. (Wax Products), Racine, Wis.; R. B. Sculer, Inc. (Kreml Hair Tonic, Kreml Shampoo), New Canaan, Conn.; Seck and Kade, Inc. (Pertussin Cough Syrup), New York, N. Y.; Peter Fox Brewing Co. (Beer and Ale), Oklahoma City, Okla.; KRO Company (Rodenticides), Springfield, O.; Jacob Risse Bottling Works

(Soft Drinks), Minneapolis, Minn.; McColl-Ironteac Oil Co., Ltd. (Petroleum Products), Montreal, Que., Canada; Acme Flour Mills (Flour), Oklahoma City, Okla.; E. F. Hutton and Co. (Securities), Los Angeles, Calif.; McCoy Products (Vitamins), New York, N. Y.; Olive Tablet Co. (Laxative), Columbus, O.; Springs Cotton Mills Co. (Spring Maid Sheets), Lancaster, S. C.

TV Accounts: Carnation Co. (Evaporated Milk), Los Angeles, Calif.; Albers Milling Co. (Friskies Dog Food), Seattle, Wash.; Consolidated Cigar Corp. (Harvester Cigars), New York, N. Y.; Springs Cotton Mills (Spring Maid Sheets), Lancaster, S. C.; Seck and Kade, Inc. (Pertussin), New York, N. Y.; Musterole Co. (Musterole), Cleveland, O.; North American Philips Co. (Norelec Duo-Vuc), New York, N. Y.; Admiral Corp. (Refrigerators, TV and Radio Receivers), Chicago, Ill.

BENJAMIN ESHELMAN CO.

1522 Locust St., Philadelphia 2, Pa.

Phone: KI 5-2590

ANPA-APA-PPA

President.....Benjamin Eshelman
Exec. Vice-Pres.....J. J. D. Spillan
V.P. & Radio Dir.....L. H. Greenhouse
Secy.-Treas. & Prod. Mgr.....W. J. Collopy
Radio Accounts: Commonwealth of Pa., Dept. of Commerce; Commonwealth of Pa., Dept. of Revenue; Lee Rubber & Tire Corp.

WILLIAM ESTY COMPANY, INC.

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

Phone: MUrray Hill 5-1000

ABC-ABP-ANPA-APA-PPA

V.P. Chg. Radio.....Thomas D. Luckenbill
V.P. Chg. TV.....Kendall Foster
Bus. Mgr. Radio.....Charles White
Chief Executives.....Wendell Adams,
Stan Louas, Stan Northross, Helen Phillips, Donald Severn, William Stuart, Max Wylie

Radio Accounts: Colgate (Super Suds, Fab, Vel), National Carbon (Prestone Anti-Freeze), R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes, Prince Albert Smoking Tobacco).

TV Accounts: Colgate (Fab, Super Suds, Vel), M & M Ltd. (M & M's Candy), National Carbon (Eveready Batteries, Prestone Anti-Freeze), R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes).

EVANS-WORK ADV. AGENCY

Dan Waggoner Bldg., Fort Worth, Tex.

Phone: EDison 9521

ABC-PPA-ABP-ANPA-APA

NAVAN-NOAB

Partners.....Albert Evans, Jr.,
Gordon N. Teague

Acct. Exec., Radio-TV Dir. Gene M. Lightfoot
 Acct. Executives.....Stan Schlenther,
 Josh Billings
 Art Director.....Jud Acker
 Production Manager.....Mary Lou Slay
 Asst. & Time Buyer.....Jane A. Beaty

EVANS-WORK ADV. AGENCY

318½ South Sixth St., Springfield, Ill.
 Phone: 23868

President.....Clarence R. Evans
 Art Director.....John Robert Work
 Continuity Director.....Inogene Kundig
Radio Accounts: Axtell Kramer, Bootery,
 Bridge Jewelry, Inc., Camera Shop, Cities
 Service Dealers, Citizens Markets, Commu-
 nity Bakery, Constantino Packing Co., Finks
 Cleaners, John S. Harms, Leland Hotel,
 Lloyd Cleaners, Henry Ncleh & Son, Senate
 Theatre, Arch Wilson, Inc., Faultless Mill-
 ing Co., Harold Prehn, Inc., Kennedy Lau-
 ndry & Dry Cleaners, Quality Dairy, Rolands,
 St. Nicholas Hotel, Springfield Refinoil Co.

THE EVERLING ASSOCIATES, INC.

42 South 15th St., Philadelphia2, Pa.
 Phone: LOcust 4-3654

ABP—ANPA—APA—AAAA
 NOAB—ABC

Pres., Radio-TV Dir.....Frank J. Crockery
 V.P. & Dir. of Art.....Reynold Abbruzzi
Radio Accounts: Petroleum Heat & Power
 Co., Mrs. Smith Pie Co.

FEDERAL ADV. AGENCY, INC.

385 Madison Ave., New York 17, N. Y.
 Phone: MURray Hill 8-4200

AAAA—ABP—ANPA—APA—NOAB—PPA
 Vice-Pres.-Dir. of Radio & TV

Francis C. Barton, Jr.

Asst. to Mr. Barton.....Eleanor L. Larsen
 Time Buyer.....Penelope A. Simmons
 Copywriter-Radio & TV....."Pat" Bartels,
 Douglas Stapleton

Estimator.....Frank Howlett
 Asst. to Mrs. Simmons.....Jacqueline Ruta

Radio Accounts: American Safety Razor
 Corp. (Gem Blades), Brooklyn, N. Y.; Har-
 riet Hubbard Ayer, Inc. (Cosmetics, Home
 Permanents), Pan American Coffee Bureau
 (Coffee), New York, N. Y.; Gerber Products
 (Baby Foods), Fremont, Mich.; Doeskin
 Products, Inc. (Facial Tissues, Paper Nap-
 kins), General Cigar Co. (Van Dyck Cigars),
 Lever Bros. (Breeze), New York, N. Y.;
 Stromberg-Carlson (TV Sets), New York,
 N. Y.

TV Accounts: General Cigar Co. (Van
 Dyck Cigars), New York, N. Y.; Gerber
 Baby Products (Baby Foods), Fremont,
 Mich.; Doeskin Products, Inc. (Facial Tis-
 sues and Paper Napkins), New York, N. Y.

**HARRY FEIGENBAUM
 ADVERTISING AGENCY**

2011 Walnut St., Philadelphia 3, Pa.
 Phone: LOcust 4-1536
 ANPA—NOAB—PPA

Partners.....Harry Feigenbaum,
 David Werman

Radio & TV Director.....Franklin Roberts

Radio Accounts: Grabosky Brothers (Roy-
 alist Cigars), Federal Savings & Loan Asso-
 ciations of Phila., Hardwick & Magec Co.
 (Rugs & Furniture), Philadelphia, Pa.; Cum-
 berland Brewing Co. (Old Export Beer),
 Cumberland, Md.; Liberty Bell Card Co.
 (Greeting Cards), Golden Brand Food Co.
 (Salad Dressings), The Arrow Store, (Men's
 Furnishings), The Laundry Board of Trade
 (Phila. Laundry Associations), Fox Weis
 (Furriers), Philadelphia, Pa.

TV Accounts: B. S. Pincus & Co. (Yankee
 Maid Meat Products), Booth's Bottling Co.
 (Carbonated Beverages), The Arrow Store
 (Men's Furnishings), Crescent Nut & Choco-
 late Co. (Nuts & Mints), Hygrade Baking
 Co. (Pretzels, Potato Chips, etc.), Philadel-
 phia, Pa.; Sportswear Hosiery Co. (Hopalong
 Cassidy Socks), New York, N. Y.

ROBERT FELDMAN, INC.

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

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

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

TV Accounts: Chateau Martin Wines, Wivel
 Restaurant, China Doll Night Club.

FELLOWS ADVERTISING AGENCY

410 Harned Blvd., Syracuse, N. Y.
 Phone: 2-2197, 2-2198
 ABP—APA

Pres., Space & Radio Time Buyer
 Byron F. Fellows, Jr.

Vice-President.....Donald G. Nowak
 Secretary-Treasurer.....Marjorie Hughes
 Copy Writer.....Jane Logan

Radio Accounts: B W B Foods Inc.
 (Brown's Baked Beans & Bean Soup), Mex-
 ico, N. Y.; Cortland Baking Company (Co-
 bacco Bread), Cortland, N. Y.; The Virden
 Company (Sea Queen Tuna Fish), Syra-
 cuse, N. Y.; Norwich Knitting Company
 (Character Sweatshirts), Norwich, N. Y.

TV Accounts: B W B Foods, Inc. (Brown's

Baked Beans & Bean Soup), Mexico, N. Y.; Cortland Baking Co. (Cobacko Bread), Cortland, N. Y.; Norwich Knitting Co. (Character Sweatshirts), Norwich, N. Y.

COURTLAND D. FERGUSON, INC.

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

President.....Courtland D. Ferguson
Secty.-Treas.....Lucille Pierce Ferguson
Exec. Asst.....Dudley H. Wade
Auditor.....Bertram J. Cleaves
Radio Director.....Wm. R. Groome
TV Director.....Walter J. Kerwin
Chief Copy Writer.....Patricia M. Rita
Acct. Executives.....George D. McGuinness,
Philip N. Jackson

Art Director.....Lee Perri
Production Manager.....Eugene M. Krosan
Time Buyer.....Beatrice T. Rice

Branch Offices

525 N. Charles St., Baltimore, Md.

Manager.....John Waddell
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 Lee Cream Co. (Dairy Products), Washington, D. C.; Little Tavern Shops (Restaurants), Wash. & Baltimore; Lindsey-Robinson, Inc., Roanoke, Va.

TV Accounts: Bergmann Laundry, Briggs (Meat Products), Emerson & Ore (Buick Dealers), Smith's Storage Co., Washington, D. C.; James G. Gill Co., Norfolk, Va.; P. D. Gwaltney Co., Smithfield, Va.

LAWRENCE FERTIG & CO., INC.

119 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 Slayin
Vice-President.....Philip Lukin
Account Executives.....J. B. Morse,
Joseph Mintzer, Henry Bretzfeld
Space Buyer.....Miss Selina Crosswirth
Art Director.....Stanley Dusek
Production Manager.....Kenneth Miller
Radio-TV Time Buyer, Dir. Henry Bretzfeld

ROBERT G. FIELDS & CO.

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

ABP APA- PPA- SNPA

President.....Robert G. Fields

Account Executive.....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), Nashville Ice Co. (Ice), Coal Heating Service (Coal), Milk for Health, Inc. (Milk), Nashville, Tenn.

JOHN A. FINNERAN, INC.

1175 Broadway, New York 18, N. Y.
Phone: BRyann 9-1290

Pres. & Secy.....John A. Finneran
V.P. & Treas.....Honorita Finneran
Asst. Treas.-Gen. Mgr.....H. B. Pettengill
Art Director.....K. Elmore
Chief Copywriter.....D. Ancombe
Space & Time Buyer.....E. Pryde
Account Executives.....Curtis L. Brown,
G. White, B. Silon, F. Quinn, Dayton M. Jones

Radio Accounts: DeSoto Beach Hotel & Cabana Club, Heaton Hall, Hollywood Academy, Red Lion Inn, St. Moritz Hotel (Lake Placid), United Air Lines.

FIRESTONE-GOODMAN ADV. AGENCY, INC.

145 Loeb Arcade, Minneapolis 2, Minn.
Phone: Main 4393

ANPA APA

Pres., Radio Dir. & Copy Chief

Allan L. Firestone
Treas. & Art Director.....Archie Goodman
Secretary.....R. S. Firestone
Space Buyer.....L. Koehler

M. M. FISHER ASSOCIATES

131 N. LaSalle St., Chicago 2, Ill.
Phone: CENTRAL 6-1610-1611

Owner.....Jack L. Fisher
Time Buyer.....Hefene Heinz
Radio & TV Dir.....Bud Fisher

Radio Accounts: Bell Savings & Loan Assn. (Local Radio), Cook Co. Central Democratic Committee - Political (Radio-selected Localities), Jensen Moyers - Moving (Spots), Loraine Products (Plastics), Chicago; National Foundation for Infantile Paralysis (Midwest Rep.), New York & Chicago; Tam O'Shanter Country Club (Golf Tournaments Only), Chicago; United Artists Corp. (Motion Picture), Chicago (Radio Selected Localities); Universal-International Pictures (Motion Pictures), Chicago (Radio Selected Localities); Triangle Laboratories (Rid-X), Chicago.

TV Accounts: Cook Co. Central Democratic Committee (Political), Chicago (Selected Localities); Parker-Allen Industries, Chicago (TV spots); Jensen Moyers (Movers), Tam O'Shanter Country Club (Golf Tournament), Chicago.

Advertising Agencies

FITZGERALD ADVERTISING AGENCY

Southern Bldg., New Orleans, La.
Phone: TU 3131
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

Director, Radio Dept. Aubrey Williams
TV Director Tom Newman
TV Production A. David Cloud
Asst., Radio Dept. J. L. Killeen, Jr.
Radio Accounts: Alabama-Georgia Syrup Co. (Alaga Syrup), Montgomery, Ala.; Pan-Am. Southern Corporation (Petroleum Products), Jackson Brewing Company (Jax Beer), Wesson Oil & Snowdrift Sales Co. (Snowdrift Shortening, Wesson Oil), Southern Cotton Oil Co. (Crustene and Scoco Shortening), New Orleans, La.; La. State Rice Milling Co. (Watermaid and Mahatma Rice), Abbeville, La.; Blue Plate Foods, Inc. (Coffee, Mayonnaise, Salad Dressing, Margarine, Jellies and Preserves, Peanut Butter), H. G. Hill Stores (Grocery Store Chain), New Orleans, La.

TV Accounts: Jackson Brewing Company (Jax Beer), Godchaux Sugars, Inc. (Godchaux Sugar), Pan-Am. Southern Corporation (Petroleum Products), Maison Blanche Company (Department Store), H. G. Hill Store (Grocery Store Chain), Standard Fruit & Steamship Co. (Caribbean Cruises), 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

FOLEY ADVERTISING AGENCY

N. B. C. Bldg., Cleveland 14, O.
Phone: CHerry 1-1490

Pres., Art & Radio Dir. Robert B. Foley
Sec.-Treas., Space Buyer Helen M. Little
Radio Accounts: I. J. Fox, Inc. (Retail Furrier), Morton S. Pine Co. (Day's Pine Cleanser), Cleveland, O.

THE RICHARD A. FOLEY ADV. AGENCY, INC.

1528 Walnut St., Philadelphia 2, Pa.
Phone: KIngsley 5-1560
AAAA—ABC—NOAB

President Charles H. Eyles
1st V.P.-Sec.-Treas. Lee E. Hood
V.P.-Gen. Mgr. A. Edward Morgan
V.P.-Dir. of Mchg. 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. Prod. Mgr. Ed. G. Griffiths
Office Manager Catherine E. Gibbons
Radio-TV Director James L. Tabor
Radio Accounts: Abbotts Dairies, Inc., (Milk, Cheese & Ice Cream), Beneficial Saving Fund (Banking), Brock and Company, Inc. (Frozen French Fried Potatoes), Philadelphia, Pa.

TV Accounts: Abbotts Dairies, Inc. (Milk, Cheese, & Ice Cream), Beneficial Saving Fund (Banking), Philadelphia, Pa.; Atlantis Sales Corporation (Silver Polish), Rochester, N. Y.; Brock and Company (Frozen French Fried Potatoes), Freihofers Baking Company (Baked Goods), Philadelphia, Pa.

FOOTE, CONE & BELDING

247 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 8-5000
ANPA—AAAA—PPA—APA—ABP—
NOAB—OAAA

President Don Belding
Exec. V.P. William E. Berchtold
V.P. & Gen. Mgr. M. P. Franceschi
Vice-President A. E. Rood
Exec. V.P. Elwood Whitney
Exec. Asst. to the Pres. Frank Delano
V.P. in Chg. Media & Research

Sherrwood Dodge
Vice-President Kenath T. Sponsel
V.P. & Mgr., Eastern Motion

Picture Div. Harold Holt
Vice-President Cyrus H. Nathan
Radio Director Thomas McDonnell
TV Director Roger Pryor
Research Director Barrett F. Welch
Media Director Joseph S. Spiegel
Prod. Dept. Mgr. J. A. Koehler
Radio Bus. Mgr. Lillian Selb
Publicity Director George Wolf

Branches Offices

155 E. Superior St., Chicago 11, Ill.
Phone: SUperior 7-4800

Chairman of Board Fairfax M. Cone
Executive V.P. J. H. E. Davis
Vice-Pres. & Treas. Wm. R. Sachse
Radio, TV Bus. Mgr. Harry Dieter
Radio, TV Prod. Mgr. Richard L. Davis
Radio, TV Time Buyer Genevieve Lempert
601 W. Fifth St., Los Angeles 17, Calif.
Phone: MIchigan 7651

President Don Belding
Exec. V.P. & Mgr. William J. Pringle
Asst. Treasurer Eugene Duckwall
Radio Time Buyer Claire Koren
235 Montgomery St., San Francisco 4, Calif.
Phone: SUtter 1-2355

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

Advertising Agencies

Vice-PresidentsRobert Ballin,
Elliston Vinson
Esperson Bldg., Houston 2, Texas
Phone: ATwood 8561

Co-Managers.....C. Burt Oliver,
Stephen R. Wilhelm

Radio Time Buyer.....Grace Spanihel
Pacific Bldg., Portland 4, Oregon
Phone: ATwater 8181
Leith E. Abbott

Radio and TV Accounts: Acme Breweries-Bohemia Dist. Co., San Francisco and Los Angeles; Armour and Co., Beatrice Foods Co., Emerson Radio and Phonograph Corp., New York, N. Y.; First Natl. Bank, Chicago; Frigidaire Div., General Motors Corp., Dayton, O.; General Foods Corp., New York, N. Y.; Post Toasties, Krinkles, Instant Postum, Postum Cereal, Calumet Baking Powder, La France Bluing, Satina; Gulf Brewing Company, Houston, Tex.; Hall Brothers, Incorporated, Kansas City, Mo.; International Latex Corporation, Dover, Del.; Marshall Field & Company, Chicago, Ill.; Nepera Chemical Co.; New Home Sewing Machine Company, Beverly Hills, Calif.; New York Central System; Pepsodent Div., Lever Brothers Co., New York, N. Y.; Purex Corp., Ltd., Roma Wine Company, S & W Fine Foods, Inc., San Francisco, Calif.; Security First Natl. Bank, Los Angeles; The Toni Company, Div. of Gillette Safety Razor Co., Chicago; Union Oil Co. of Calif., Los Angeles; RKO Theatres (RKO Service Corporation), New York, N. Y.

MARSHALL FORD ADV. AGENCY

918 11th St., Sacramento 11, Calif.
Phone: Gilbert 2-3645
APA

President.....M. J. Ford
Publicity Director.....William Queale

Radio Accounts: Berent-Richards Packing Co. (Sacramento Brand Foods), Pureta Sausage Co. (Sausage Products), Capital Federal Savings & Loan Assn., Taylors Dairy (Ice Cream), Broffi-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

ALBERT FRANK-GUENTHER LAW, INC.

431 Cedar St., New York 6, N. Y.
Phone: COrtlandt 7-5060

ABP ANPA APA NOAB PPA
Vice-Chairman of Bd. Frank J. Reynolds

President.....J. M. Hickerson
Sr. Vice-Pres. & Treas.....Victor J. Gevasco
Exec. Vice-Pres.....Richard A. Cullinan
Vice-Pres. & Controller.....S. A. Speake
Vice-Pres. & Sec.....E. G. McAdie
Vice-Pres., Pub. Dir.....Howard W. Calkins
Vice-Presidents.....Frank D. Cruikshank,
Howard C. Allen

Dir. of Radio & TV.....Robert W. Day

Branch Offices

110 E. 12nd St., New York 17, N. Y.
Phone: MUrray Hill 6-3513

President.....J. M. Hickerson
One La Salle St., Chicago 2, Ill.

Phone: DEarborn 2-6121

Vice-President.....R. W. Dawson
533 No. Michigan Ave., Chicago, Ill.

Phone: ANdover 6-5900

Vice-President.....Robert E. Potter, Sr.
10 Post Office Square, Boston 9, Mass.

Phone: HANcock 6-5900

Vice-President.....Joseph R. Handen
Packard Bldg., Philadelphia 2, Pa.

Phone: RIttenhouse 6-3915

Vice-President.....Milton T. Kyle
245 Montgomery St., San Francisco, Calif.

Phone: YUkon 6-1641

Manager.....Lacrezia H. Kemper
Fisher Bldg., Detroit 2, Mich.

Manager.....E. W. Marschner
1510 19th St., Washington 6, D. C.

Phone: COlumbia 8449

Manager.....Day Thorpe

JONES FRANKEL CO.

130 N. Wabash Ave., Chicago 1, Ill.
Phone: DEarborn 2-5715

NOAB ABP ANPA APA PPA

President.....Jones B. Frankel
Account Executives.....Jones B. Frankel,
A. G. Gaines, Lew Sanders

Space Buyer.....Helen Eich
Radio-TV Director.....Lew Sanders

Radio Accounts: Lion Chemical Co., Rolin Sales, Vabnor Prod.

TV Account: Rosin-Starr.

THE FREDERICK-CLINTON CO., INC.

515 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-7433

ABP ANPA APA NOAB

President.....E. C. Berger
Exec. V.P. & Treas.....H. S. Rieff
Secretary.....R. S. Buckbinder

Art Director.....E. Gambale
Production Manager.....Phil Berman

V.P.-Radio & TV Dir.....Sydney Rubin

Radio Accounts: Adler Shoes, New York; Coward Shoes, N. Y., Phila., Boston.

TV Accounts: Adler Shoes for Men, Milrose Products (RAD Cleaner), Happy Toy Co. (Toys), New York, N. Y.

Advertising Agencies

CURT FREIBERGER & CO.

314 Cooper Bldg., Denver 2, Colo.

Phone: ALpine 2048

ANPA—AAAA—PPA—NAAN

President.....C. J. Freiberger
 Vice-President.....Kent Thomas
 Secretary.....Charles A. Haskall
 Treasurer.....Esther Piper
Radio Accounts: Central Bank & Trust Co.,
 Tivoli Brewing Co., Toner's Peanut Butter,
 Colorado Potato Flake Mfg. Co., Associated
 Grocers of Colo., Sheridan Brewing Co.

FREITAG ADV. AGENCY

988 Spring St., N.W., Atlanta 5, Ga.

Phone: HEmlock 1345-6

ANPA—APA—NOAB—PPA—AAAN

Owner.....J. V. Freitag
 Prod. Mgr. & Art Dir.....H. J. Torgesen
 Space Buyer.....M. K. McGowan
 Secretary.....R. W. Wallace
 Copy Chief, Radio Dir.....Frances Pledger
Radio Accounts: Columbia Baking Co.,
 Walton Rice Mill, Inc.

OAKLEIGH R. FRENCH & ASSOCIATES

4235 Lindell Blvd., St. Louis 8, Mo.

Phone: NEWstead 0037

AAAA—ABC—ABP—NOAB—ANPA
 PPA—APA—NAAN

Partners.....Oakleigh R. French,
 Mazie G. French
 Dir. Consumer Mdse....G. Gordon Hertslet
 Art Director.....F. H. Turpin
 Dir. Client Service.....Richard C. Lynch
 Media Director.....C. Sewell Pangman
 Radio Time Buyer, Acct. Exec.

Al Maescher, Jr.

Radio Accounts: Mercantile Commerce
 Bank & Trust Co., Dixie Mills, H. P. Coffee
 Company, Meletio Sea Food Company, Whistle
 & Vess Beverages, Inc., St. Louis; Fed-
 eral Savings Bank, R. E. Funsten Co., Gen.
 Electric Appl. Co., Inc., St. Louis, Mo.

TV Accounts: Whistle & Vess Beverages,
 Inc., St. Louis Federal Savings & Loan Assn.,
 R. E. Funsten Co., Christian Peper Tobacco
 Co., Gen. Elec. Appl., Inc., St. Louis, Mo.

AD FRIED ADVERTISING AGENCY

318 15th St., Oakland 12, Calif.

Phone: HIgate 4-6580

(See Complete Listing Under "A")

HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.

Phone: LIberty 2-6140

ANPA—APA—PPA

President.....Karl M. Frost
 Vice-President.....Harold E. Bessom
 Treasurer.....Harry M. Frost

Asst. Treasure.....Florence A. Dondero
 Secretary.....Harvey P. Newcomb
 Newspaper Space Buyer...Anna V. Turner
 Magazine Space Buyer & Prod. Mgr.

Harold E. Bessom

Radio & TV Dir., Time Buyer

Harvey P. Newcomb

Assistant.....Norman Huey
Radio Accounts: Durkee-Mower, Inc.
 (Marshmallow Fluff), Lynn, Mass.; Winslow
 Chip Company (Potato Chips, Products),
 Marblehead, Mass.; LePage's Inc. (Glue
 Products), Gloucester, Mass.; General Elec-
 tric Supply Corp. (Electrical Products), Bos-
 ton, Mass.; Gentles Baking Co. (Gentles
 Bread), Mattapan, Mass.; Campbell-Fair-
 banks, Inc. (Sportsmen's Shows), Boston,
 Mass.; Frank Bownes Paint Co. (Modene
 Paints), Chelsea, Mass.; Jasper Wyman &
 Sons Co. (Wynan's Blueberries), Mill-
 bridge, Me.; Natl. Cranberry Assoc. (Ocean
 Spray Products), Hanson, Mass.; Kane Chev-
 rolet Company (Automobile Service), Dor-
 chester, Mass.; Eastern Racing Assoc. (Suf-
 folk Downs), East Boston, Mass.; Barbo's,
 Inc. (Furniture), Stoneham, Mass.; Boston
 Nash Co. (Automobile Service), Boston,
 Mass.; Mass. Wharf Coal Co. (Fuel), Cam-
 bridge, Mass.

TV Accounts: Durkee-Mower, Inc. (Marsh-
 mallow Fluff), Lynn, Mass.; Gentles Baking
 Company (Gentles Bread), Mattapan, Mass.;
 General Electric Supply Corp. (Electrical
 Appliances), American Crabmeat Co. (3
 Little Kittens Cat Food), Met. Boston Nash
 Dealers (Automobile Service), Boston Mass.;
 Winslow Chip Co. (Potato Chips, Products),
 Marblehead, Mass.; LePages, Inc. (Glue
 Products), Gloucester, Mass.

FULLER & SMITH & ROSS, INC.

1501 Euclid Ave., Cleveland 15, O.

Phone: CHerry 1-6700

AAAA—ABP—ANPA—APA—NOAB—PPA
 President.....Allen L. Billingsley
 Exec. Vice-Pres.....E. L. Andrew
 V.P. & Mgr. (Cleveland Office).....W. A. Wright
 Secretary-Treasurer.....C. C. Reidenbaugh
 Asst. to Pres. (Cleveland).....J. C. Maddox
 Media Dept. Mgr. (Cleveland)...W. J. Staab
 Media Dept. Mgr. (New York)...G. R. Lyon
 Media Dept. Mgr. (Chicago)...L. J. Boyce
 Radio, Film, TV Dept. Mgr.

(Cleveland Office)...Richard F. Reynolds
Branch Offices

71 Vanderbilt Ave., New York 17, N. Y.

Phone: MUrray Hill 6-5600

Vice-Pres. & Mgr.....R. E. Allen
 105 W. Adams St., Chicago 3, Ill.

Phone: ANdover 3-5041

Vice-Pres. & Mgr.....E. J. Lauesen
Radio Accounts: Olney & Carpenter (Food
 Products), Westinghouse Elec. Corp. (Vari-
 ous), Plymouth Cordage Co. (Rope), Her-

Advertising Agencies

edles Powder Co. (Toxaphene), Aluminum Cooking Utensil Co. (Wear-Ever), Bryant Heater Corp. (Gas Heaters), Burkhardt Brewing Co. (Beer), Penzoid (Gasoline & Oil), Commonwealth Shoe & Leather Co. (Shoes), Commercial Solvents Corp. (Anti-Freeze), Owens-Corning Fiberglas (Curtains), Aluminum Co. of America (Various).

TI Accounts: Central Nat'l Bank of Cleveland, American Greeting Card Publishers, Burkhardt Brewing Co., Aluminum Cooking Utensils Co., Orange Screen Co., Linder Davis Co., Domestic Sewing Machine Co., Westinghouse Elec. Corp.

FURMAN, FEINER & CO., INC.

117 W. 16th St., New York 19, N. Y.
Phone: Plaza 7-7393
ABP

Pres., Radio Time Buyer... Norman Furman
Vice-President... Irving J. Gottlieb
Secretary... Nathan Rothenberg
Art Director... Edwin R. Swaback
Acct. Executives... H. Edward Simon
Lon Shaw

Space Buyer... Alice Wiener
Radio Accounts: American Federation of Labor, Washington, D. C.; International Ladies Gar. Workers Union, Liberal Party, Reimann & Bresse (Furniture), Columby Watch (Jewelry), New York, N. Y.

GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.
Phone: Garfield 2915

AAAA ABC—ABP—ANPA—APA
NOAB—PPA

Ch. of Board... J. S. Gardner
President... E. G. Marshutz
Exec. Vice-Presidents... Beatrice Adams,
S. M. Ballard

Sec. & Treas... J. V. Kirchhoff
V.P., Dir. Radio-TV... Roland Martini

Branch Office

9 Rockefeller Plaza, New York 20, N. Y.
Phone: Columbus 5-2000

Exec. Vice-Pres... S. M. Ballard
Radio Accounts: Barton Mfg. Co. (Shoe Polish), St. Louis; Cook Chemical Co. (Insecticides), Kansas City, Mo.; Grove Laboratories, Inc. (Bromo-Quinine, Fitch Shampoo, 4-Way Cold Tablets), St. Louis; H. D. Lee Company, Kansas City, Mo.; Lion Oil Company, Eldorado, Ark.; Nebraska Consolidated Mills Company, Omaha, Neb.; Old Judge Coffee Co., Pet Milk Co., Purina Mills, Ralston Purina Company, St. Louis; The Reardon Company, St. Louis; Southwestern Bell Telephone Co., St. Louis; Stokely-Van Camp, Inc., Indianapolis, Ind.; Union Electric Company of Missouri, St. Louis

TI Accounts: Cook Chemical Co., Kansas City, Mo.; Banquet Canning Co., Grove Laboratories, Inc., Heiss Hotels, Knapp-Monarch Company, Old Judge Coffee Co., Pet Milk Co., Ralston Purina Co., St. Louis; Southwestern Bell Telephone Co., St. Louis; Stokely-Van Camp, Inc., St. Louis; Union Electric Company of Missouri, St. Louis; Monsanto Chemical Co., St. Louis.

GARFIELD & GUILD ADV. AGENCY

45 2 Street, San Francisco, Calif.
PPA—ANPA—NOAB—ABP—NAAN
AAAA—APA—SNP—BMB

President... Sidney Garfield
Creative Director... Harold Walker
V.P., Radio-TV Dir... William A. Morrison
Account Executives... Sidney Garfield,
W. A. Morrison, Harold Waller, C. J. Schuepbach

Radio Accounts: Chemicals, Inc., Kay Jewelry Co., No Doz Awakeners.

W. W. GARRISON & COMPANY

100 N. Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-8388

APA—ANPA—PPA—NOAB

Pres., Treas., Acct. Exec... W. W. Garrison
Sec., Space & Radio Time Buyer... G. P. Schill
V.P. & Acct. Exec... Earl Lines
Art Director... O'Cal Hanson
Account Executive... J. C. McDonough

Radio Accounts: Florida Citrus Exchange, Gibson Refrigerator Co.

GEARE-MARSTON, INC.

21 S. 12th St., Philadelphia 7, Pa.
Phone: LOcust 4-0530

AAAA ABC—ABP—ANPA—APA—BMB
NOAB—PPA

President... Norman W. Geare
V.P., Media Director... Frank C. Murphy
Secretary... William G. Huckel
Treasurer... Elizabeth A. Heath
Account Executives... Bates Compton,
John F. Rooney, John W. Claghorn, J. Ross Pilling, Jr., Wm. E. Surgner, John F. Coverly-Smith, Joseph F. Feeney, Edward B. Seull

Public Relations Director... Wm. C. Faust
Radio-TV Dir... Edward B. Harvey

Branch Office

120 Lexington Ave., New York 17, N. Y.
Phone: LEXington 2-0880

Vice-President... Charles S. O'Donne!!
Radio Accounts: Penn Mutual Life Insr. Co. (Insurance), Strawbridge & Clothier (Dept. Store), Western Saving Fund Society, Philadelphia, Pa.; Skimmer & Eddy (Key Point Salmon), Seattle, Wash.; Henry Diston & Son (Chain Saws), Pennsylvania Salt

. . . Advertising Agencies . . .

Mfg. Co. (Chemicals), Philadelphia, Pa.; Dorset Food, Ltd. (Canned Foods), National Selected Products Inc. (Food), New York, N. Y.; Patricia Stevens Model School Agency (Charm School), A. H. Genting Co. (Shoes, Retail), Philadelphia, Pa.

TV Accounts: Western Saving Fund Society (Savings Bank), Strawbridge & Clothier (Dept. Store), A. H. Genting Co. (Retail Shoes), Philadelphia, Pa.; Natl. Selected Products, Inc. (Foods), New York, N. Y.

JOSEPH R. GERBER CO.

1305 S. W. 12th 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 Director.....Geo. E. Clinton
Production.....Jack Lockie
Art Director.....John Blew
Copy Chief.....Dean Pollock
Account Executives.....Chas. H. Devlin,
Vernor M. Schenck, II, William MacGibbon

GERTH-PACIFIC ADV. AGENCY

604 Mission St., San Francisco 4, Calif.

Phone: GARfield 1-1081

AAAA—APA—ABP—ANPA—NOAB

Owner.....E. P. Gerth
Account Executives.....J. W. Clark
J. McCracken
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.

GETSCHAL & RICHARD, INC.

49 E. 51st St., New York 22, N. Y.

Phone: PLaza 9-1332

ABC—ABP—ANPA—APA—PPA

President.....Budd Getschal
Vice-Presidents.....Richard Ash,
Budd Getschal, Arthur Schwartz, Enid
Palmer

Radio Accounts: Frost Refrigeration, Inc. (Appliances), Sales Affiliates (Zotos, Marinello Cosmetics), Frederick Fell (Publishers), New York, N. Y.

TV Accounts: Frost Refrigeration Inc. (Appliances), Frederick Fell (Publishers), New York, N. Y.

GEYER, NEWELL & GANGER, INC.

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

Phone: PLaza 5-5400

AAAA—ABP—ANPA—APA—BMB
NOAB—PPA

President.....Bertram B. Geyer
Exec. Vice-Pres.....H. W. Newell
Vice-Presidents.....C. A. Brocker,
A. J. Cole, F. P. Reynolds, Jr., J. H. Sheldon,
A. A. Surin, E. F. Thomas, W. R. Mason,
A. J. Cole, E. G. Frost, A. C. DePirro

Treasurer.....J. R. Kunz
Publicity Director.....E. F. Thomas
Radio-TV Director.....Frederick A. Long
Associate Director.....George J. Zachary
Traffic.....Richard M. Bradshaw
Time Buyer.....Betty Powell

Branch Offices

14250 Plymouth Rd., Detroit 32, Mich.

Phone: Hogarth 5520

Vice-President.....John L. McQuigg
Executive Contacts.....W. Graham,
H. Wilson, Ralph Wolfe

931 Third National Bldg., Dayton 2, O.

Phone: Fulton 4145

Vic-President.....E. G. Frost
Radio Accounts: Nash-Kelvinator Corp. (Nash, Kelvinator, Leonard), Detroit, Mich.;
Continental Oil Co. (Conoco), Ponca City,
Okla.; P. Lorillard Co. (Embassy).

TV Accounts: Nash-Kelvinator Corp. (Nash, Kelvinator, Leonard), Detroit, Mich.;
Continental Oil Co. (Conoco), Ponca City,
Okla.; P. Lorillard, Kelvinator.

J. J. GIBBONS LIMITED

200 Bay St., Toronto, Ont., Canada

Phone: Elgin 2111

ABC—CDNA—CWNA—CNN & PA—CAA
President.....Mrs. J. J. Gibbons
Chairman of Board.....R. A. Stapelis
Managing Director.....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.....C. W. McGibbon
Scott Block, Winnipeg, Manitoba

V.P. & Manager.....A. B. Johnston
204 Leader Bldg., Regina, Saskatchewan

Manager.....R. P. Wilson
Renfrew Bldg., Calgary, Alberta

Vice-Pres. & Mgr.....R. G. Smith
Edmonton, Alberta

Manager.....E. Maloney
609 Province Bldg., Vancouver, B. C.

Vice-President.....Dave Crawford

• • • Advertising Agencies • • •

GIBRALTAR ADV. AGENCY, INC.

17 E. 15th St., New York 17, N. Y.
Phone: Murray Hill 7-7896

President.....Charles J. Basch, III
Vice-President.....Leo Berman
Treasurer.....Clarence Schmidt
Secretary.....Lynn Taggart
Radio & TV Dir.....Frances Scott
Radio & TV Time Buyer.....Lynn Taggart
Publicity Director.....Buddy Basch
TI Account: Bonafide Mills, Inc. (Bunny Maid Linoleums, Tilemasters, & Versa-Tile), New York, N. Y.

GILLHAM ADVERTISING AGENCY

500 Continental Bank Bldg., Salt Lake City
1, Utah
Phone: 4-5516

ABP ANPA APA

President-Treasurer.....M. C. Nelson
Exec. Vice-President.....Lou Richardson
Vice-President.....Robert E. Rohlfing
Secretary.....Marjorie Farrell
V.P., Radio-TV.....Victor A. Bell
Radio Director.....Eric A. Ajello
Time Buyer.....Eid N. Ogaard
Radio Accounts: J. I. Case Co. (Farm Machinery & Equipment), Salt Lake City; Cloverleaf Dairy (Milk, Cream, Other Products), Salt Lake City; Provo, Price; Fisher Brewing Co. (Beer), Salt Lake City; Ford Dealers, Intermountain Area; Freed Motor (DeSoto-Plymouth Cars), General Electric Supply Corp. (Appliances, etc.), Industrial Relations Council of Utah, Mountain Fuel Supply Co., Salt Lake City; Ogden 1st Federal Savings, Ogden; Petty Motor (Ford (New and used cars and trucks)), Salt Lake City, Utah; Porter Macaroni Company (Pirllets, Spaghetti, etc.), Portland, Ore.; Purity Biscuit Company (Saltine Crackers, Town House Crackers, Cookies), Salt Lake City, Phoenix; Royal Baking Company (Table Queen Bread), Salt Lake City Chamber of Commerce, Salt Lake Hardware Co. (Wholesale Distributors), Sego Milk Products Co. (Sego Evaporated Milk), Streater Chevrolet Co., Sweet Candy Company (Chocolate Orange Sticks, Renown Chocolates, others), Union Pacific Railroad, Salt Lake City, Utah; Utah Automobile Dealers Association (Nat'l Automobile Dealer Week), Intermountain Area, Utah; Utah Finance Company, Salt Lake City-Provo, Utah; Utah Oil Refining Co. (Motor Oil; Gasoline; Atlas Products), Utah Power & Light Co. (Electric Service), Intermountain Area; Walker Bank & Trust Co., Salt Lake City, Utah.

TI Accounts: Beers-Bigelow (Appliances, etc.), Cloverleaf Dairy (Milk, Cream, Other Products), Colville Ice Cream Co. (Ice Cream Bars, etc.), Fisher Brewing Company (Beer), Freed Motor Company (DeSoto-

Plymouth Cars), General Electric Supply Corp. (TV Sets, Radios, Appliances), Purity Biscuit Co. (Town House Cookies, Town House Crackers), Royal Baking Co. (Table Queen Bread), Sego Milk Products Co. (Sego Evaporated Milk), Union Pacific Railroad, Utah Power & Light Co. (Electric Service), Salt Lake City, Utah.

GLASSER-GAILEY, INC.

301 S. Harvard Blvd., Los Angeles 5, Calif.
Phone: DUNkirk 4-2111
AAAA ANPA PPA

President.....G. E. Glasser
Vice-President.....P. E. Gailey
Secretary-Treasurer.....Howard W. Gambrell
Art Director.....Eric S. Heizer
Branch Office

79 Post St., San Francisco, Calif.
Phone: EXbrook 2-6168

Radio Accounts: Ralph Grocery Co., Tropical Preserving Co., Bu-Tay Products, Ltd., Los Angeles; Santa Clara Packing Co. (Quality Canned Fruits, Juices, Nectars), San Jose; L. B. Laboratories, Inc. (Hair Preparations)-1, Los Angeles.

GLEW ADVERTISING AGENCY

517 Murray Bldg., Grand Rapids, Mich.
Phone: 8-1343
ABP-ANPA

Owner-Operator.....Francis K. Glew
Radio Account: Valley City Milling Co., Portland, Mich.

GOLDMAN, WALTER & KANNA ADV. AGENCY, INC.

36 State St., Albany 7, N. Y.
Phone: 5-83615
ABP-APA

President.....Jack Goldman
Vice-President.....Ralph D. Kanna
Treasurer.....Harry L. Goldman
Secretary.....Hyman Rosenblum
Radio & TV Dir., Space Time Buyer.

Account Executive.....Ralph D. Kanna
Account Exec., Sales Mgr.,

Space Time Buyer.....Jack Goldman
Account Executive.....Norman D. Tillman
Copy Chief.....Betty Tierney

Radio Accounts: Albany Garage, Inc. (Dodge Cars & Trucks, Electric Appliances), Albany; Greens Stationers, Albany; Seven Up Bottling Co. (Soft Beverage), Troy; Standard Furniture Co. (Furniture Stores in Albany, Kingston, Troy & Schenectady), Wultex Clothes Factory (Men's Suits, Coats, Slacks), Troy and Schenectady; Electra Protection Co. (Lightning Rod), Spector Men & Boys Furnishings, Swartz & Levison (Shoes for entire family), Lou Weiss Dress Shop (Ladies' Wear), Albany; Ben Katz, Inc. (Furniture Store), Troy, N. Y.

Advertising Agencies

TV Accounts: Albany TV Headquarters, Electra Protection Co., Albany; Chas. Freihofers Baking Co. (Bakeries), Albany, Troy, Schenectady; Seven Up Bottling Co. (Soft Drinks), Troy, N. Y.; Wultex Clothing Factory, 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
Exec. Vice-President.....Harlow P. Roberts
Vice-President.....Charles O. Puffer
Treas. & Copy Chief.....Garrick M. Taylor
Secy. & Media Dir....Florence A. Neighbors
Research & Mdse.....George B. Frank
Asst. Media Director.....J. Alden Joice
Production Manager.....Doris Monnette
Account Executive.....Henry Nathan
Radio Accounts: 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., Potosi Brewing Co. (Potosi Beer), Potosi, Wis.

TV Accounts: Goldenrod Ice Cream Co. (Ice Cream), Chicago, Ill.; Burlington Brewing Co. (Van Merritt Beer), Burlington, Wis.

GOTHAM ADVERTISING CO.

2 W. 46th St., New York 19, N. Y.

Phone: LUxemburg 2-2880

APA—ABP—ANPA—PPA—ABC

Radio & TV Dir., Exec. V.P.. Arthur A. Kron
Time Buyer.....Kathleen K. Barton
Radio Accounts: Lutheran Layman's League, LaRegione Siciliana.

TV Account: Lutheran Layman's League.

GRAY & ROGERS

12 South 12th St., Philadelphia 7, Pa.

Phone: WALnut 2-3636

ANPA—APA—PPA—NOAB

Partner.....Jerome B. Gray
Partner & Radio Dir....Edmund H. Rogers
Partner & Copy Dir....Robert W. Graham
Partners.....Sherman G. Landers,
Russell K. Carter
Partner & Art Dir.....Guy E. Fry
Production Manager.....Ralph Hays
Media Director.....Frank K. Esherick
Research Director.....John Wolcott
Publicity Director.....Franklin P. Jones
Public Relations Dir.....Thelma Beresin

GREEN-BRODIE

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

Phone: PLaza 3-9533

ANPA—PPA

Partners.....Julian P. Brodie, Alan Green
Space & Time Buyer.....Norma Neuhaus
Art Director.....Cecil Baumgarten

Production Director.....Melford Brodie
Copy Chief.....George H. Wright
Radio Accounts: Pieter de Witt, Inc., The Viking Press, The New School, Krasdale Foods, Inc. (Canned Foods), New York, N. Y.

TV Accounts: Krasdale Foods, Inc. (Canned Foods), New York, N. Y.

GREY ADVERTISING AGENCY, INC.

166 W. 32nd St., New York 1, N. Y.

Phone: CHickering 4-3900

AAAA—ABP—ANPA—APA—NOAB—PPA
President.....Lawrence Valenstein
Executive Vice-Pres.....Arthur C. Fatt
Media & Research Dir....Herbert A. Vitriol
Radio-TV Director.....John Wyatt
Program Manager.....Herbert Horton
TV Supervisor.....Barbara Jones
Time-Video Buyer.....Philip Leshem
Radio Accounts: Frank H. Lee Co. (Hats), New York; Ronson Art Metal Works, Inc. (Lighters & Accessories), Newark, N. J.; Kirsch Beverages, Inc. (Soft Drinks), Brooklyn, N. Y.

TV Accounts: Ronson Art Metal Works, Inc. (Lighters), Newark, N. J.; Eliz. Arden Sales Corp. (Cosmetics), R. H. Macy & Co., Bond Stores, Inc., Hollanderizing Corp. of America, New York, N. Y.; Bernard Ulmann & Co., Inc., Long Island City, N. Y.

THE GRISWOLD-ESHELMAN CO

Terminal Tower, Cleveland 13, O.

Phone: TOwer 1-3232

AAAA—ANPA—PPA—APA—ABP

NOAB—ABC—SNPA

President.....Kenneth W. Akers
Vice-Presidents.....Earl R. Preble,
Charles Farran, Samuel A. Lewis
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

Pres., Treas., Puh. Dir.....Julian Gross
Vice-President.....Beulah Gross
Art Director.....Robert Honer
Sec., Media Dir., Radio Time Buyer
Erwin B. Needles
Copy Chief.....Lani James
Radio Accounts: (21 Local and Regional.)

ART GRUBER ASSOCIATES, ADVERTISING

5316 S. Girard Ave., Minneapolis 19, Minn.

Phone: REgent 1307; 0373

APA—PPA

Pres., Treas.....Arthur R. Gruher
Vice-Presidents.....Sam L. Levitan,
Mel D. Jerdee
Secretary.....E. M. Gruber

Advertising Agencies

Art Director.....Donald Layman
Radio-TV Dir. & Producers...A. R. Gruber.
Sam L. Levitan

Radio Accounts: Republic Motor Sales (Hudson Automobiles), St. Paul, Minn.; Twin City Motors (DeSoto-Plymouth Autos), Minneapolis, Minn.; Kline Oldsmobile (Oldsmobile Autos), St. Paul, Minn.; Plymouth Dealers Assn. (Plymouth Autos), Cook's Apparel (Men's & Women's Clothing), Minneapolis, St. Paul; Midwest Wine Co. (Wines), St. Paul, Minn.; Geo. E. Thompson Co. (Lighting Protection Equip.), Olsen Fish Co. (Sea Foods), LaMour Products (Shampoo Modart), Minneapolis, Minn.; Butwinick Bros. (Home Furnishings), St. Paul, Minn.

TV Accounts: Newman's (Women's Apparel), Republic Motor Sales (Hudson Automobiles), St. Paul, Minn.; Twin City Motors (DeSoto-Plymouth Autos), Minneapolis, Minn.; Kline Oldsmobile (Oldsmobile Cars), St. Paul, Minn.; Plymouth Dealers Assn. (Plymouth Autos), Cook's Apparel (Men's & Women's Clothing), Minneapolis, St. Paul; Midwest Wine Co. (Wines), St. Paul, Minn.; George E. Thompson Co. (Lightning Rods), Minneapolis, Minn.

GUILFORD ADVERTISING AGENCY

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

Phone: PEnnsylvania 6-8518

ANPA

Account Executive.....Frances G. Guilford

JOHN L. HALPIN ADVERTISING

208 State St., Schenectady 5, N. Y.

Phone: 2-0192

Partners.....John L. Halpin,
Marion G. Halpin

Copy Chief.....L. A. Maney
Production Chief.....E. L. Mincher
Art.....A. J. Hitchins

Radio Accounts: Jonathan Levi Co., Wallace Co., Mynderse Beverage Co., Cobleskill Agricultural Society.

HANLY, HICKS & MONTGOMERY, INC.

500 Fifth Ave., New York 18, N. Y.

Phone: LOngacre 5-5000

AAAA ABP ANPA PPA APA

NOAB ABC

Chairman of Board.....C. P. Hanly
President.....H. M. Montgomery
Sec. & Media Dir.....H. E. Lehman
Vice-Presidents.....Wells Spence,
H. O. Nauder

Branch Office

Wallace-Ferry-Hanly Co.

100 W. Madison St., Chicago, Ill.

Phone: FRauklin 2-6140

President.....L. T. Wallace

RALPH A. HART ADV.

1700 Walnut St., Philadelphia 3, Pa.

ABP

Partners.....Leon Greenfield,
Ralph A. Hart

Art Director.....Leon Greenfield
Prod. Mgr. & Acct. Exec....Alvin Schultzeberg
Publicity Director.....Vivian Sandler
Radio & TV Dir., Acct. Exec.,

Media Director.....Ralph A. Hart
Radio & TV Director.....Murray Firestone

Radio Accounts: Adams Clothes, Inc. (Men's Clothing Chain), Mac-Clay, Inc. (Nylon Hosiery), Robinson-McKean, Chevrolet, Inc. (Chevrolet Dealers), Philadelphia, Pa.

TV Accounts: Same as above.

HART-CONWAY CO., INC.

15 Exchange St., Rochester 4, N. Y.

Phone: LOcast 3520

ANPA APA PPA ABP

President & Treasurer.....H. Lyman Hart
Exec. Vice-President...Harold E. Kennedy
Vice-President.....Joseph Brown
Secretary.....John P. Street
Account Executives.....H. Lyman Hart,
Harold E. Kennedy, Joseph P. Brown,
John P. Street, E. Ward Phillips, John M. Nixon, Lawrence F. Luiseher

Radio Accounts: Blue Bus Lines, Batavia, N. Y.; E. Cappellino & Sons, Crescent-Puritan Laundry, Genesee Valley Trust Co., Haxton Canning Co., Levis Music Stores, Powers Hotel, J. H. Rae Oil Co., Inc., Security Trust Co., Blue Boy Dairy, Rochester, N. Y.

TV Accounts: Rochester Gas & Electric Corp., Schoen Bros.-Feol Nash, Security Trust Co., Whiting Buick, Inc., Rochester, N. Y.

GEORGE H. HARTMAN CO.

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

Phone: STate 2-0055

AAAA ABP ANPA APA NOAB-PPA

President.....George H. Hartman
Vice-President.....Edwin Cahn
Secretary-Treasurer.....Frank R. Hartman
Radio Director.....Thomas Kivlan

Radio Accounts: Nelson Bros. (Furniture), P. A. Starck Piano Co. (Pianos), Goldberg's Fashion Forum (Clothing), M. J. Lanahan Co. (Automobiles), Chicago Tribune (Newspaper), Robert L. Berner Co. (Hopcorn), Chicago; Berghoff Brewing Corp. (Beer), Fort Wayne, Ind.; Hartz Mountain Products (Bird Food), New York, N. Y.; Neumode Hosiery Co. (Hosiery), Sawyer Biscuit Co. (Crackers & Cookies), Chicago; Manchester Biscuit Co. (Crackers & Cookie-), Fargo, N. Dak.; Omaha, Neb.; Sioux Falls, So. Dak.; Heikman Biscuit Co. (Crackers &

. . . Advertising Agencies . . .

Cookies), Grand Rapids, Mich.; Boyer International Labs. (Cosmetics), Chicago.

TV Accounts: Edward Hines Lumber Co. (Lumber), Robert L. Berner Co. (Hopcorn), Nelson Bros. (Furniture), Mystic Tape (Adhesive Tapes), Chicago; Berghoff Brewing Corp. (Beer), Fort Wayne, Ind.; Mall Tool Co. (Tools), Chicago.

HENRI, HURST & McDONALD, INC.

121 W. Wacker Drive, Chicago 1, Ill.

Phone: FRanklin 2-9180

ABP—ANPA—APA—NOAB—PPA

Chairman of Bd. of Dir. W. D. McDonald
 President W. B. Henri
 Secretary A. M. Semoncs
 Treasurer R. H. Eaton
 Media Director Charles Pumpian
 Radio-TV Director John Scott Keck
 Radio-TV Time Buyer Mary Poloson

Radio Accounts: Fred W. Amend Co. (Chuckles Jelly Candies), Chicago, Ill.; Ballard & Ballard Co., Inc. (Oven Ready Biscuits, Flour, Mixes and Feeds), Louisville, Ky.; Belmont Radio Corporation (Raytheon Television Sets), Chicago, Ill.; Coopers, Inc. (Jockey Underwear, Coopers Sportswear and Sox), Kenosha, Wis.; The Grapette Company (Grapette Beverage), Camden, Ark.; International Shoe Co. (Friedman-Shelby Branch; Peters Branch; Roberts, Johnson & Rand Branch; Vitality Shoe Co.), St. Louis, Mo.; Kroehler Mfg. Co. (Living Room, Bedroom and Dining Room Furniture; Theatre Chairs), Naperville, Ill.; The Lennox Furnace Co. (Warm Air Heating Systems), Marshalltown, Ia.; Perfect Circle Corporation (Piston Rings & Expanders), Hagerstown, Ind.; Skelly Oil Company (Petroleum Products, Gasoline Motor Oils, Skellysolve, etc.), Kansas City, Mo.; A. O. Smith Corporation (Permaglas, Duraclad and Milwaukee Water Heaters), Milwaukee, Wis.; Thor Corporation (Thor Spinner and Wringer Washing Machines & Gladirons; Dishwashers and Sinks; Clothes Dryers), Chicago, Ill.

Television Accounts: Fred W. Amend Co. (Chuckles Jelly Candies), Chicago, Ill.; Ballard & Ballard Co., Inc. (Oven Ready Biscuits, Flour, Mixes and Feeds), Louisville, Ky.; Belmont Radio Corporation (Raytheon Television Sets), Chicago, Ill.; Coopers, Inc. (Jockey Underwear, Coopers Sportswear and Sox), Kenosha, Wis.; The Grapette Company (Grapette Beverage) Camden, Ark.; International Shoe Co. (Friedman-Shelby Branch; Peters Branch; Roberts, Johnson & Rand Branch; Vitality Shoe Co.), St. Louis, Mo.; Kroehler Mfg. Co. (Living Room, Bedroom and Dining Room Furniture; Theatre Chairs), Naperville, Ill.; The Lennox Furnace Co. (Warm Air Heating Systems), Marshalltown, Ia.;

Perfect Circle Corporation (Piston Rings and Expanders), Hagerstown, Ind.; Thor Corporation (Thor Spinner and Wringer Washing Machines & Gladirons; Dishwashers and Sinks; Clothes Dryers), Chicago, Ill.

HICKS & GREIST, INC.

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

Phone: MURray Hill 3-9135

ABP—ANPA—APA—PPA—NOAB

President & Secretary H. L. Hicks
 V.P. & Treasurer E. H. Greist
 Account Executives J. A. Drake,
 S. R. Huntley, K. A. Hamilton, H. L. Hicks,
 Jr., F. H. Greist
 Space Buyer Mrs. E. M. Sheldon
 Radio & TV Director Peter A. Krug

Radio Accounts: Lewyt Corp. (Lewyt Vacuum Cleaner), Brooklyn; Home Decorators, Inc. (State House Sterling), Newark, N. Y.

TV Accounts: Lewyt Corp., Brooklyn; L. Sonneborn Sons, Inc. (Amalie Motor Oil), New York; Dixie Cup Co., Easton, Pa.

HIRSHON-GARFIELD, INC.

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

Phone: MU 8-8900

ANPA—APA—PPA

President Sidney Garfield
 Treasurer Arthur Hirshon
 Exec. Vice-Pres. Lewis Nemerson
 Vice-President Erwin Spitzer
 Asst. Treasurer Julian Braun
 Radio & TV Director Robert F. Lewine
 Radio & TV Asst. Dir. William Sheppard

Branch Offices

Park Square Bldg., Boston, Mass.

Phone: LIberty 2-0485

Executive-in-Charge Gabriel Stern
 12 Orange St., Haymarket, W.C. 2,
 London, England

Radio Accounts: Burlington Mills (Ribbons), New York, N. Y.; Utica Knitting Co. (Children's Sleepers), Utica, N. Y.; Miles Shoes (Shoes), Prentis Clothes (Men's & Women's Clothing), McKettrick-Williams (Ladies' Dresses), New York, N. Y.

TV Account: Prentis Clothes (Men's & Women's Clothing), New York, N. Y.

W. F. HOLLAND AGENCY

2530 Auburn Ave., Cincinnati 19, Ohio

Phone: CApital 1252-3-4

Owner William F. Holland
 Office Manager D. E. Holland
 Radio-TV Director Earl Holland
 Production Robert Temmen
 Publicity Frank Hilgemeyer
 Copy Chief Rosen Bader
 Art Director Robert Schmitt
 Statistician Mark Fevrier

Advertising Agencies

HOUCK & COMPANY, INC.— ADVERTISING

625 First St., S.W., Roanoke 16, Va.
Phone: 2-3111

ABP ANPA APA PPA SNPA

President.....C. B. Houck
Vice-President.....William B. Houck
Secretary.....Kathryn H. Ferguson
Art Director.....Edwin R. Deady
Copy Chief.....Otto Whittaker, Jr.
Production Manager.....Paul H. Long
Asst. Production Mgr.....W. Leon Mitchell
Radio-TV Dir. & Time Buyer.....Ray Bentley

Branch Office

Houck & Co. of Florida, Inc.
(Separate Corporation)

Alfred I. duPont Bldg., Miami, Fla.
Phone: 32-1391

President.....Karl Bishopric
Time Buyer.....Nona Soustehy
Radio-TV Director.....Wm. B. Houck
Art Director.....Richard V. Sutton

Radio Accounts: Research DES-TEX, Inc. (Fabric Cleaner), Chicago, Ill. & Miami, Fla.; Crowgey Sausage Company (Meat Products), Kellysville, W. Va.; Chase Federal Savings & Loan (Financial Institution), Miami Beach, Fla.; State-Planters Bank & Trust Co. (Financial Institution), Richmond, Va.; Bishop's Men's Wear (Retail Clothing), Miami & Coral Gables, Fla.; Trija Golf Club Co. (Sporting Goods), Resort Airlines (Package Air Tours), Miami, Fla.; Aerovias "Q," S. A. (Air Transportation), Havana, Cuba; Orange Blossom Classic (All-Star Football), Miami, Fla.; Florida National Bank (Financial Services), Miami, Fla.; Miami-Battle Creek (Sanatorium), Miami Springs, Fla.; Valleydale-Packers, Inc. (Meat Products), Salem, Va.

TV Accounts: Research DES-TEX, Inc. (Fabric Cleaner), Chicago, Ill. & Miami, Fla.; Chase Federal Savings & Loan (Financial Institution), Miami Beach, Fla.; Bishop's Men's Wear (Retail Clothing), Miami and Coral Gables, Fla.; Trija Golf Club Co. (Sporting Goods), Miami, Fla.; Natural Health Products (Liquefiers), Sarasota, Fla.; Cole's Flowerland (Flowers and Plants), Orange Blossom Classic (All-Star Football), Miami, Fla.

ROBERT HOLLEY & CO., INC.

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

Phone: MUrray Hill 2-8408

ABP APA

Pres. & Treas.....Robert Holley
Vice-Pres. & Art Dir.....Milton Rogin
Secy. & Media Dir.....Leo Litwin

CHARLES W. HOYT CO., INC.

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

Phone: MUrray Hill 2-2000

Radio-TV Director.....Wm. Philip Smith
Assistant.....Marria Dickey

Branch Office

15 Lewis St., Hartford 3, Conn.
Vice-Pres. & Mgr., Hartford Office

Frank A. Whipple

Radio Accounts: B. C. Remedy Co. (Headache Tablets), Durham, N. C.; Blueberry Cooperative Assn. (Tru-Blu-Berries), New Lisbon, N. J.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.; Mail Pouch Tobacco Co. (Kentucky Club Tobacco), Wheeling, W. Va.; Monticello Drug Co. (666 Cold Tablets), Jacksonville, Fla.; F. Ad. Richter & Co., Inc. (Pain Expeller), Brooklyn, N. Y.; Stanley Home Products (Household Products), Westfield, Mass.

TV Accounts: Mail Pouch Tobacco Co. (Kentucky Club Pipe Tobacco), Wheeling, W. Va.; B. C. Remedy Co. (Headache Tablets), Durham, N. C.; The A. C. Gilbert Co. (American Flyer Trains), New Haven, Conn.; The Kalart Company (Speed Flash Camera), Plainville, Conn.; Chas. B. Knox Gelatine Co. (Knox Gelatine), Johnstown, N. Y.; Monticello Drug Co. (666 Cold Preparations), Jacksonville, Fla.; F. Ad. Richter (Pain Expeller), Brooklyn, N. Y.; Strohmeyer & Arpe Co. (Re Umberto Olive Oil), The Tappan Thurlow Co., Inc. (Anglo Corned Beef), New York, N. Y.

H. B. HUMPHREY, ALLEY & RICHARDS

Stutler Bldg., Boston 16, Mass.

Phone: Liberty 2-4714

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

Phone: LEXington 2-3020

Ch. of Board.....H. L. Wittemore
Pres. & Treas.....Richard S. Humphrey
Vice-Pres. & Secy.....H. M. Dillerbeck
Vice-Presidents.....Paul B. Cavanagh,
Frank S. Christian, Joseph P. Coenen,
Herbert T. Hand, Jr., Charles A. Holcomb,
John H. McCullough, Harold Nadler, Ned
C. Smith, Milton Towne, Dean H. Uptegrove,
Mrs. T. L. Evath, Mrs. M. H. Yeakley.

HUTCHINS ADVERTISING CO., INC.

12 East Ave., Rochester 4, N. Y.

Phone: HAMilton 1160

APA—ANPA—PPA—ABP—NOAB

Chairman of Board.....F. 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 President.....Raymond P. Weis

• • • Advertising Agencies • • •

Branch Offices

3701 N. Broad St., Philadelphia 40, Pa.
 Vice-Presidents.....John R. Maxwell,
 Max Enelow
 16-18 W. 46th St., New York, N. Y.
 Vice-Presidents.....H. Pierson Mapes,
 Maitland Jones
 1244 Dufferin St., Toronto, Que., Canada
 Resident Manager.....Walter Engwer
Radio Accounts: Philco Corp., Schulers
 Potato Chip Co., Lincoln Rochester Trust
 Co., McCurdy & Co., Scrantom's; Beaucaire,
 Inc., Boller-Clark, Inc., Star Palace Laundry.
TV Accounts: Philco Corp., Schulers Po-
 tato Chip Co., Beaucaire, Inc., Lincoln
 Rochester Trust Co.

INTERNATIONAL ADVERTISERS

60 Division Ave., N., Grand Rapids 2, Mich.
 Phone: 9-4184

President.....Roy C. Kelley
 V.P. & Gen'l Mgr.....Lewis N. Steenwyk
 Treasurer.....Jean Foster
 Space & Radio Time Buyer..Abbie Seastrom
Radio Accounts: Brunger & John Hard-
 ware, Harold Brink, Folger's Bottling Co.,
 Colonial Custom Upholstering Co., Alpine
 Auto Parts, Leonard Auto Parts, Adjustable
 Table Co., John K. Bureh Co., Continental
 Decal Co., Forsythe Products Co., Goller
 Upholstery Fabrics & Supply, Grand Rapids
 Bottling Co., Grand Rapids Chicks, Grand
 Rapids Industrial Electric, Nebi Beverage
 Co., Radio Station WFUR, Wolverine Net-
 work, Muzak, Inc.

ROCKLIN IRVING & ASSOCIATES

32 W. Randolph St., Chicago 1, Ill.
 Phone: RAndolph 6-2324-25

Acct. Exec. & Radio-TV Dir..Irving Rocklin
 Continuity Director.....M. Lovinger
 Production.....D. Engel
 Copywriter.....Werner Haas
Radio Accounts: Libby Furniture Co.
 (Furniture & Appliances), Sandra Motors,
 Inc. (DeSoto-Plymouth Dealer), Walton Mo-
 tors, Inc. (Chrysler-Plymouth Dealer), Union
 Life Ins. Co. (Insurance), Lincoln City
 (Floor Coverings), Balaban Floor Covering
 (Floor Coverings), Chicago Furniture Mart
 (Furniture), Illinois Sewing Machine Dist.
 (Sewing Machines), Muntz TV (Television
 Sets); Doin' the Town (Pass Books), Na-
 tional Clothing Co. (Wearing Apparel),
 Richard's Drive-Ins (Restaurants), Martin
 Jewelry (Jewelry), Atlas Piano Co. (Pianos),
 Town House-Town Pump (Restaurants),
 Intermision Restaurant (Restaurants), 3-Star
 Laundry (Laundry & Cleaners), Chicago
 Downs, Sportsman's Park (Horse Racing-
 Harness Races), M. B. Auto Sales, Inc. (Hul-
 son Dealer), Radio TV Publicity Corp.
 (Advertising Clocks), Roxy Rug & Linoleum
 Co. (Floor Coverings), Nortown Currency

Exchange (Currency Exchange), Television
 Appliance Mart (Television Sets), Chicago,
 Ill.

TV Accounts: Libby Furniture Co. (Fur-
 niture & Appliances), Balaban Floor Cover-
 ing (Rugs & Linoleum), Illinois Sewing
 Machine Distributors (Sewing Machines),
 Richard's Drive-Ins (Restaurants), National
 Clothing Co. (Wearing Apparel), Cole-
 Finder, Inc. (Mercury Auto. Dealer), Econ
 Products Co. (Novelties), Modern Mer-
 chandisers (Cleansers), Wolack & Bauer
 (Women's Shoes), United Slip Cover (Slip
 Covers, Draperies), Chicago, Ill.

JACKSON & COMPANY

49 Worth St., New York 13, N. Y.
 Phone: WOrth 4-7005
 PPA

Managing Partner.....Paul E. Jackson
 General Manager.....John Yeargain
 Acct. Execs.....Paul E. Jackson,
 John Yeargain, M. P. Moses
 Production Manager.....Gerald Duggan
 Radio & TV Director....Wallace H. Lancton

Branch Offices

30 N. LaSalle St., Chicago, Ill.
 Phone: FInancial 6-1870

Manager.....Dorothy E. Blaylock
 1709 W. 8th St., Los Angeles 14, Calif.

Phone: FAirfax 5572

Manager.....Jesse Campbell
Radio Accounts: Pequot Mills (Sheets &
 Pillowcases), Richard E. Thibaut, Inc. (Wall-
 paper), J. W. Valentine Co., Inc. (Insti-
 tutional), New York, N. Y.; New England
 Airlines, Inc. (Domestic & Foreign), New
 York & Boston.

TV Accounts: Pequot Mills, Berkshire Fine
 Spinning Associates (Curtains), Richard E.
 Thibaut, Inc., New York, N. Y.; Warner
 Wallpaper Co., Chicago, Ill.

JESSOP ADVERTISING CO., INC.

1st National Tower Bldg., Akron 8, Ohio
 Phone: FRanklin 2169

President & Treas.....M. K. Jessop
 Vice-President.....Charles A. Jessop
 Radio Director.....R. Gilbert
 Secretary.....R. D. Moss
 Radio Time Buyer.....R. J. Cobak

DUANE JONES COMPANY, INC.

570 Lexington Ave., New York 22, N. Y.
 Phone: PLaza 3-4848

ABC-ABP-ANPA-APA-NOAB-PPA
 Chairman of Board.....Duane Jones
 President.....Robert Hayes
 Exec. V.P. & Gen. Mgr.....Ralph Smith
 Secretary.....Eugene Hulshizer
 Treasurer.....Lawrence Leaman
 Vice-Presidents.....C. Frederic Bell,
 Paul Werner, Joseph Scheideler
 Copy Chief.....Robert Hughes
 Space Buyer.....David Hogner

Advertising Agencies

Director of Service.....Albert Loomis
 Production Manager.....Gerald DaCosta
 Art Directors.....Lester Rondell,
 Thomas McManus

Business Manager.....Richard A. Stevens-
 Research & Mds-g. Dir., Lawrence J. Hubbard
 Premium Manager.....Margaret Harrison
 TV Director.....Gerry Martin
 TV Production Supervisor.....Walter Ware
 Radio Director.....Reggie Schuebel
 Radio Production.....Chester Gierlach
 Head Time Buyer.....Vera Brennan
 Time Buyers.....Jeanne Sullivan,
 Sally Reynolds, Anne Small, Thelda
 Cordani

Radio Accounts: Curtice Brothers Co. (Blue Label Ketchup), Rochester, N. Y.; Haskins Bros. & Co. (Blue Barrel Soap), Omaha, Neb.; G. F. Heublein & Bro., Inc. (A. I. Sauce - A. I. Mustard), Hartford, Conn.; Hudson Pulp & Paper Corp. (Paper Napkins), New York, N. Y.; International Salt Co., Inc. (Sterling Salt), Scranton, Pa.; Manhattan Soap Company (SweetHeart Soap - Blue-White Flakes), The Marlin Firearms Co. (Razor Blades), New York, N. Y.; The Mennen Company, (Men's Line), Newark, N. J.; C. F. Mueller Co. (Macaroni & Spaghetti), Jersey City, N. J.; Pharmaco, Inc. (Chooz Feen-a-mint), Newark, N. J.; Pierce's Proprietaries, Inc. (Dr. Pierce's Golden Medical Discovery), Buffalo, N. Y.; Wesson Oil & Snowdrift Sales Co. (Tavol), Whitehall Pharmaceutical Company (IBF's Cold Tablets), New York, N. Y.

TV Accounts: Haskins Bros. & Co. (Blue Barrel Soap), Omaha, Neb.; G. F. Heublein & Bro., Inc. (A. I. Sauce - A. I. Mustard), Hartford, Conn.; Manhattan Soap Company (SweetHeart Soap - Blue-White Flakes), The Marlin Firearms Co. (Marlin Guns), New York, N. Y.; C. F. Mueller Co. (Macaroni & Spaghetti), Jersey City, N. J.

THE RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.

Phone: GARfield 2300

AAAA ABC ABP-ANPA-APA

NOAB PPA-BMB

Pres. & Treas.....C. M. Robertson, Jr.
 V.P. & Gen. Mgr.....Stanley A. Willer
 Vice-President.....James M. Nelson
 Secretary.....Elmer A. Vehr
 Space Buyer.....Richard K. Jones
 TV Director.....Kathryn M. Hardig
 Radio Director.....C. M. Robertson, Jr.
 TV Director.....Kathryn M. Hardig
 Radio & TV Time Buyer.....Ann Smith

Branch Office

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

Phone: PLaza 7-1600

Manager.....W. A. Powers
Radio Accounts: Bavarian Brewing Co., Cincinnati Street Railway, The Kroger Company, Miami Margarine Company, Martin

Rosenberger Wallpaper Co., Cincinnati, O.; Ten-B-Low Company, Columbus, O.; Heckin Incorporated, The M. Werk Company, The Drackett Company (Charge Division), Cincinnati, O.

TV Accounts: Bavarian Brewing Co., Cincinnati Street Railway, The Kroger Company, Miami Margarine Company, Martin Rosenberger Wallpaper Co., Cincinnati, O.; Ten-B-Low Company, Columbus, O.; The M. Werk Company, The Drackett Company (Charge Division), Cincinnati, O.

KAL, EHRLICH & MERRICK, INC.

314 Evening Star Bldg., Washington 1, D. C.

Phone: EXecutive 3700

ABP ANPA PPA

President.....Norman C. Kal
 1st Vice-Pres.....Harry L. Merrick
 2nd Vice-Pres.....Alvin Q. Ehrlich
 Secretary.....Bernard R. Linkins
 V.P. in Charge of Radio and TV

Alvin Q. Ehrlich
 Copy Chief.....Sol Panitz
 Time Buyer.....Nella Manes
 Account Executives.....Joseph Weinstein,
 Alexander Charles, Wm. B. Mullett, Forest
 Entwisle, Philip Bernic, Wm. Roberts, Huly
 Bray

H. W. KASTOR & SONS ADV. CO.

75 E. Wacker Dr., Chicago 1, Ill.

Phone: CEntral 6-5331

ABC NOAB ANPA PPA-APA

President.....A. G. Kastor
 V.P. & Gen. Mgr.....Marvin Harms
 Vice-President.....Herman Kastor
 V.P. & Copy Chief.....Ashley Belbin
 Radio 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 9-4410

ABP ANPA APA-NOAB PPA

President.....H. Kastor Kahn
 Exec. Vice-Pres.....W. S. Chesley, Jr.
 V.P. & Copy Director.....C. E. J. Clifford
 V.P. & Media Director.....J. B. Peters
 Radio & TV Dir.....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.; Schnefel Bros., Newark, N. J.

TV Account: Blatz Brewing Co., New York, N. Y.; Ho-Lok Mfg. Co., Rochester, N. Y.

THE JOSEPH KATZ COMPANY

488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-1223

AAAA—ANPA—PPA—ABP—APA—NOAB

President Joseph Katz
V.P. & Mgr.....Nat C. Wildman
Time & Space Buyer.....Alice Ross

Branch Office

10 W. Chase St., Baltimore 2, Md.
Phone: Lexington 1500

Radio Director.....Robert C. Swan
Media Director.....J. T. McHugh

Radio Accounts: American Oil Co., Globe
Brewing Co., Baltimore Transit Co., Chunk-
E-Nut Co., Ex-Lax, Inc., Gibbs & Co., Inc.,
Madera Bonded Wine & Liquor Co., Mary-
land Pharmaceutical Co., Pompeian Co.,
Inc., Voneiff-Drayer Co., Humphreys Medi-
cine Co.

TV Accounts: American Oil Co., Globe
Brewing Co., Maryland Pharmaceutical Co.

**HENRY J. KAUFMAN &
ASSOCIATES**

1419 H St., N.W., Washington 5, D. C.
Phone: District 7400

ABC—ABP—ANPA—APA—NOAB—PPA
NAAN—PUAA

Senior Partner.....Henry J. Kaufman
Partners.....Jeffrey A. Abel,
Wm. F. Sigmund

Account Executives.....H. J. Kaufman,
J. A. Abel, G. C. Brant, A. H. Edelson,
A. A. Sarra, R. C. O'Donnell, B. K.
Silverman, K. White Sonner

Production Manager...Betty Darling Gwyer
Space Buyer.....Mary M. McDongall
Media & Research Director....Faith Feltus
Radio-TV Dir. & Time Buyer
Jeffrey A. Abel

Radio-TV Program &

Continuity Director.....Robert S. Maurer
Continuity Writer.....Louise Packard
Continuity Writer.....Ennice Rein

Radio Accounts: The S.S.S. Company
(S.S.S. Tonic), Atlanta, Ga.; Potomac Elec.
Power Co. (Power Company), Trew Motor
Company (Automotive), Tom's Auto Service,
Inc. (Automotive), Chestnut Farms-Chevy
Chase Dairy (Sealtest Dairy Products), Col-
umbia Federal Savings & Loan Assn. (Sav-
ings & Loan Assn.), Lacy's Inc. (Electric
Appliances), Saks Furs (Furs), First Fed-
eral Savings & Loan Assn. (Savings & Loan
Assn.), Gude's Bros. (Florists), Chr. Heurich
Brewing Co. (Brewery), Liberal Clothing
Co. (Credit Clothing), Manhattan Auto &
Radio Co. (Auto Radios & Accessories), Md.
& Va. Milk Producers Association (Milk
Producers Assn.), Nu Nap Process Co. (Nu
Nap Process—Cleaning), Northeast Motor
Washington, D. C. (Pepsi-Cola), Mason's
Root Beer Bottling Co. of Washington, D. C.,

Regal Clothing Co. (Credit Clothing),
Shannon & Luchs Co. (Real Estate), Wash-
ington, D. C.

TV Accounts: Giant Food Stores (Gro-
cery), Arthur Murray Dance Studios (Danc-
ing Lessons), Washington, D. C. & Balti-
more, Md.; Chestnut Farms-Chevy Chase
Dairy (Sealtest Dairy Products), Southern
Dairies, Inc. (Sealtest Ice Cream), Lacy's
Inc. (Electrical Appliances), Trew Motor
Company (Automotive), Wash. Metr. Hud-
son Dealers (Automotive), Chr. Heurich
Brewing Co. (Brewery), S. Kann Sons Co.
(Dept. Store), Peake Motor Co. (Auto-
motive), Pepsi-Cola Bottling Co. of Wash-
ington, D. C. (Pepsi-Cola), Ritz Camera Center
(Photographs), Rice's Fashion Corner (Dept.
Store), Seven-Up (Seven-Up), Simon Dist.
Corp. (Wholesaler—Hotpoint, Motorola),
Trew Motor Co. (Automotive), Electric In-
stitute, Kassan Stein (Custom Tailors), D. J.
Kaufman (Men's Clothing), Frank Small,
Jr., Inc. (Automotive), Washington, D. C.

**RAYMOND KEANE ADVERTISING
AGENCY, INC.**

707 S. Broadway, Los Angeles 14, Calif.
Phone: TR 2915

Pres. & Space Buyer.....Raymond Keane
Vice-President.....H. B. Kortz
Sec.-Treas. Radio Time Buyer

Ethel N. Keane
Radio Director.....Wes Battersea
Branch Office

1441 Welton St., Denver 2, Colo.
Manager Harold Neumann
Radio Accounts: American Natl. Bank,
Kay's Better Jewelers, K & B Packing Co.,
Kortz Jewelry Co., Republic Drug Co., Seven-
Up, Colorado Co.

KEELING & CO., INC.

1028 Chamber of Commerce Bldg.,
Indianapolis 4, Ind.
Phone: Ri 1476

AAAA—ABP—ANPA—NOAB—PPA

Pres. & Treas.....Hal R. Keeling
Exec. Vice-Pres. & Secy..Wm. M. Hutcheson
Vice-Presidents.....Ralph B. Roberts,
Lowell H. Stormont, Lawrence T. Sogard,
Victor G. Varro

Asst. Secretary.....Lenore R. Martin
Radio-TV Dept.

Media Dept. Mgr.....Mary C. Dill
Vice-President.....Lowell H. Stormont
Radio Accounts: Casite Corporation (Ca-
site), Hastings, Mich.; Wilson Milk Co.
(Evaporated Milk), Union Federal Sav. &
Loan Co., Indianapolis, Ind.

TV Accounts: Casite Corporation (Casite),
Hastings, Mich.; Wilson Milk Co. (Eva-
porated Milk), Union Federal Sav. & Loan
Assn., Indianapolis, Ind.

• • • Advertising Agencies • • •

THE KEILSON CO.

117 W. 16th St., New York 19, N. Y.
Phone: PLaza 7-3560

Executive Director.....M. Keilson
Radio Director.....Sholom Rubinstein
Producer.....Jacob F. Keilson
Scripts & Commercials.....Morris Rivlin
Program Planning.....David M. Hausdorff

KELLY, ZAHRNDT & KELLY, INC.

3529 Franklin Ave., St. Louis 6, Mo.
Phone: JEFFerson 8337

PPA APA SNPA ANPA ABP
President.....Virgil A. Kelly
Vice-Pres. & Space Buyer.....W. W. Zahrndt
Secretary.....E. M. Kelly
Radio Director.....David C. Chopin
Radio Account: Visit St. Louis Committee.

KENYON & ECKHARDT, INC.

217 Park Ave., New York 17, N. Y.
Phone: MU 8-5700

AAAA

Chairman of Board.....Thomas D'A Brophy
President.....Dwight Mills
Sr. Vice-President.....Edwin Cox
Treasurer.....Charles H. Vasoll
Sec. & Gen. Mgr.....David C. Stewart
V.P. in Chg. Media.....Joseph Braun
V.P. in Chg. Research.....G. Maxwell Cle
V.P. and Copy Dir.....Gerald H. Carson
Vice-Presidents.....Malcolm Smith,
John Brew, William B. Lewis, E. W.
Newson, Glenn Wiggins, Ralph Linder,
George Humbert, George Beecher, Wil-
liam Green, George MacGregor

V.P. & Publicity Dir.....Hal Davis
V.P. & Radio-TV Dir.....William A. Chalmers
TV Director.....Garth Montgomery
Radio Director.....Leonard Carlton
Bus. Mgr., Radio & TV.....Edward E. Scovill
Dir. Radio-TV Research.....Richard Dunne
Radio-TV Publicity Dir.....Herb Landon
Talent Buyer.....Sylvan Taplinger
Commercial Continuity.....Thomas K. Carpe
Comm. Continuity.....Thomas K. Carpenter, Jr.
Time Buyer Director.....Philip C. Kenney
Time Buyers.....Mary Dwyer,
Lucy Kerwin, William Hinnau, Eugene
Litt, Helen Hartwig

Branch Offices

Equitable Bldg., Hollywood, Calif.
Vice-Pres. in Charge.....Robert D. Wolfe
Penobscot Bldg., Detroit, Mich.
Vice-Pres. in Charge.....Don C. Miller
335 La Salle St., Chicago, Ill.
301 Bay St., Toronto, Canada

Vice-Pres. in Charge.....William J. Frost
805 Peachtree St., N.E., Atlanta, Ga.

Other Offices: San Francisco

Radio Accounts: The Borden Company (Instant Coffee), Ford Motor Company (Institutional All Prod.), Wesson Oil and Snowdrift Sales Co. (All Products), American Maize Products (All Products), White

Rock Corp. (All Products), John B. Stetson (All Products), The Gorham Company (All Products), Manhattan Shirt Co. (All Products), Peppercorn Farms, Inc. (All Products), Richard Hudnut Sales Co., Inc. (All Products), Beechnut Packing Co. ("Gum" and Baby Food), Bristol Meyers Co. (Resistab), Pils Beer (Pils Beer), Allied Chemical Co. (Sweet), Kellogg Company (Cereals), Lincoln-Mercury Dealers (All Products), Sylvaia Electric Products (Television Receivers), Eastern Railroad Transportation Comm. General Electric Company, (Air Conditioning Units and Home Heating), Industrial Tape Corp.

TV Accounts: The Borden Co. (Instant Coffee), The Kellogg Co. (Cereal), Ford Motor Co. (All Products Inst.), Lincoln-Mercury Div. (All Products), Magnavox Co. (TV Sets), Beechnut Packing Co. (All Products), Bristol Meyers Co. (Resistab), General Electric Co. (Air Conditioning), Richard Hudnut Sales Co. (All Products), White Rock Corp. (All Products), Pils Brewing Company, Pils Beer).

KIESEWETTER, WETTERAU & BAKER, INC.

9 E. 10th St., New York 16, N. Y.
Phone: LExington 2-0025
ABP ANPA APA PPA

Chairman & Pres.....H. M. Kiewetter
Vice-Pres. & Copy Chief.....Sam S. Baker
Account Executives.....Edward G. Chase,
J. Fred Cross, Arthur J. Davidson
Space & Time Buyer.....E. Thompson
Radio Accounts: V. La Rosa & Sons (La Rosa Macaroni), Brooklyn, N. Y.; Bath-sweet 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), Royal Lace Paper Works (Royledge Shelving), Brooklyn, N. Y.; Flex-nit (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.

ABBOTT KIMBALL CO., INC.

250 Park Ave., New York 17, N. Y.
Phone: PLaza 3-9600

AAAA ABC ABP APA ANPA
NOAB PPA

President.....Abbott Kimball
Vice-President.....Harry Miller
Comptroller.....Monica Riley
Time Buyer.....Miriam Traeger

Branch Offices

333 N. Michigan Ave., Chicago, Ill.
Van Ness at Wilshire, Los Angeles, Calif.
Phone: DU nkirk 7-7305

Advertising Agencies

ManagerAbbott Kimball
 155 Sansome St., San Francisco, Calif.
 Phone: EXbrook 2445

PresidentAlfred Ducato
Radio Accounts: Union Pharmaceutical
 Co. (Saraka), Bloomfield, N. J.; Intermedico
 Corp. (Barulin); C & A Brenninkmeyer
 (Women's Apparel Store), New York, N. Y.;
 Northam Warren (Cutex), Stanford, Conn.;
 Norcross, Inc. (Greeting Cards), New York,
 N. Y.
TV Account: Hathaway Mfg. Co. (Hatha-
 way Fabrics), New Bedford, Mass.

KIRCHER, HELTON & COLETT, INC.
 19th Floor, Huhnan Bldg., Dayton 2, O.
 Phone: FULTON 5161
 AAAA

PresidentRalf Kircher
 Vice-President.....James M. Hadley
 General Manager.....Carter B. Helton
 Treasurer.....Robert M. Collett
 Art Director.....Floyd Johnson
 Production Manager.....Hap Moon
 Business Manager.....R. C. Mills
 Account Executives.....James M. Hadley,
 R. C. Mills, R. M. Collett, Watson B.
 Metcalfe, Norman Van Zant, C. B. Helton
 Radio & TV Dir.....Chuck Gay
 AssistantsGary Malcolm,
 Ralph Kaufman
Radio Accounts: Gem City Building &
 Loan, Assn. (Savings, Home Loans), Gem
 City Ice Cream Co. (Ice Cream Products),
 Frederics-Helton Travel Service (Travel
 Service), Fan Tan Gum—Inactive (Chewing
 Gum), Happy Dry Cleaners (Dry Cleaning),
 Crystal Laundry (Laundry Service), Dayton
 2, O.

KIRKLAND-WHITE & SCHELL

324 Western Union Bldg., Atlanta 3, Ga.
 Phone: LAMar 3682-3
 APA—SNPA

Partners.....J. A. Kirkland,
 Frank A. White, James B. Schell
 Acct. Executive.....Fred A. George, Jr.
TV Accounts: Gem City Building & Loan
 Assn. (Savings & Home Loans), Crystal
 Laundry (Laundry), Happy Day Cleaners
 (Dry Cleaning), Zephyr Awning Co. (Metal
 Awnings), Liberal Markets (9 Supermar-
 kets), Jack West Co. (Diamond & Jewelry),
 Metropolitan Clothing Co. (Men's Cloth-
 ing), Dayton, O.

KNOLLIN ADV. AGENCY

105 Montgomery St., San Francisco 4, Calif.
 Phone: SUTter 1-6110
 AAAA—APA—ABP—NOAB

President.....James C. Knollin
 Asst. Gen. Mgr.....Robert H. Knollin
 Art Director.....Sigurd Mortenson
 Space Buyer.....Marian Dunn
 Account Executive.....Richard L. Tevis

KOEHL, LANDIS & LANDAN, INC.

22 E. 47th 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
 Space Buyer.....A. Lasity
Branch Office
 National City Bank Bld., Cleveland 14, O.
 Vice-Pres-in-ChgRussell Rowan

MERRILL KREBER, INC.

1711 Exchange Bldg., Memphis 3, Tenn.
 Phone: 5-4343
 ABP—ANPA—APA—NAAN—NOAB
 SNPA

PresidentErnest Lee
 Vice-President.....Marshall J. Smith
 SecretaryHomer Gentry
 Account Executives.....Ernest Lee,
 Marshall Smith, Homer Gentry, Edmunda
 McGehee, J. P. Tucker, Andrew Kozik

KUDNER AGENCY, INC.

575 Madison Ave., New York, N. Y.
 Phone: MU 8-6700

President.....J. H. S. Ellis
 Vice-Presidents.....Sam D. Fuson,
 Myron P. Kirk, Schuyler Kudner, E. J.
 Owens, Robert D. Stewart, Norman Nash,
 Shafto Dene
 Exec. Dir. TV & Radio.....Myron P. Kirk
 Asst. Dir. TV & Radio.....Frank Harting
 Prod. Supervision TV & Radio
 Edmund Cashman
 Business Manager.....Al Reibling
 Time Buyer.....John Marsich
 Production Manager.....Wm. Templeton
 CastingMickey Alpert
 DirectorsEddie Sutherland,
 A. A. Coughlin, Frank Burns, Hugh Brown,
 J. P. Ellis

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

RepresentativeFrank Getty
Radio Accounts: General Motors, Good-
 year Tire & Rubber Co., United States
 Tobacco Co., Benson & Hedges
TV Accounts: The Texas Co., Buick Motor
 Division, United States Tobacco Co., Ben-
 son & Hedges

Advertising Agencies

KUFF & FELDSTEIN

5 West Preston, Baltimore 1, Md.
Phone: VERNON 3651-5-6

President.....I. Harold Kuff
Vice-President.....Harry Feldstein
Art Director.....Albert Klevan
Production Manager.....Hilda Sakofsky
Media Director.....Patricia Coan

J. R. KUPSICK ADV. AGENCY

122 East 12nd St., New York 17, N. Y.
Phone: MURRAY HIL 5-9113

ANPA PPA APA

President & Radio Dir.....J. R. Kupsick
Vice-President.....Saul Kampf
Radio & Space Buyer.....Jule Bouton
Space & TV Buyer.....Beth Baudy

KUTTNER & KUTTNER, INC.

616 N. Michigan Ave., Chicago 11, Ill.
Phone: SUPERIOR 7-7940

AAAA ANPA

President.....H. E. Kuttner
Vice-President.....E. S. Kuttner
Sec. & Treas.....C. D. Kuttner
Account Executives.....Mary Brown,
Mac McCain

Res. & Prom. Dir.....S. S. Korshak
Copy Chief.....Martin Maffler
New York, N. Y.

130 W. 57th St., New York, N. Y.

Phone: JUDSON 6-2358

Executive in Charge.....E. S. Kuttner
Radio Accounts: Town Club of Chicago (Club), Chicago; Community Builders (Builders), Skokie; Royal Metal Mfg. Co. (Furniture), Capitol Dairy (Dairy), Finders Mrg. Co. (Hollywood Broilers), Chicago, Ill.; Shanberg Dry Goods Co. (Dept. Store), Memphis, Tenn.; Hoffeb and Co. (Wholesale Grocers), Pacific Wine Co., Frank's Dept. Store (Dept. Store), Delaney Heald (Cleaners), Rottenberg Galleries, Fabric Center, Jo Bell Products (Kurl Klasp), Essames-Theaters (Chain of Theaters), Chas. Doppelt and Co. (Leather Goods), Washington Shirt Co. (Men's Clothing), Chicago, Ill.

TV Accounts: Bercraft Corp. (Appliance Distr.), Finders Mfg. Co. (Hollywood Broiler), Chicago, Ill.; Community Builders (Builders), Skokie, Ill.

LAKE-SPIRO-SHURMAN, INC.

Radio Center Bldg., Memphis 3, Tenn.
Phone: 5-1574

ABP ANPA APA PPA SNPA

President.....Aaron Spiro
Secy-Treas.....M. M. Shurman
Asst. Radio Time Buyer.....Mrs. L. Simmons
Production Manager.....Mrs. M. Parker
Publicity Director.....Al R. Capley
Acct. Executives.....D. A. Davidson,
Jane Erdman, Mrs. L. Cunningham

Radio Accounts: Plough Sales Corp., U. S. Bedding Co., Abraham Bros. Packing Co., Memphis, Tenn.; Child Distributing Co., Jonesboro, Ark.; Wm. A. Webster Co., Memphis, Tenn.

LAMB & KEEN, INC.

1616 Walnut St., Philadelphia, Pa.

Pres. & Treas.....James G. Lamb, Sr.
Exec. Vice-President.....Kennard G. Keen, Jr.
Vice-President.....E. D. G. Garth
V.P. & Copy Chief.....John O. Ellington, Jr.
TV Director.....Thomas G. Brennan, Jr.
TV Program Director.....James Blair
Media Director.....Roy T. Loebchen
Production Manager.....Walter Mazurek
Art Director.....Harold Kehl
Vet. Executives.....James G. Lamb, Sr.,
K. G. Keen, Jr., E. D. G. Garth, John O.
Ellington, Jr., Thomas G. Brennan, Jr.,
Norman S. S. MacAfee

TV Accounts: John Wannaker, Ranger Joe Cereal, Linton's Friendly Restaurants, P. J. Ritter Company, Keystone Macaroni Mfg. Co. (San Giorgio).

LAMBERT & FEASLEY, INC.

60 E. 12nd St., New York 17, N. Y.
Phone: MURRAY HIL 7-8980

ANPA APA PPA

President.....E. T. Williams
Executive V.P.....Gordon K. Seagrove
V.P. Gen. Mgr.....Frank W. Mace
Radio Director.....Ray H. Kremer
Radio Accounts: Phillips Petroleum Co. (Gasoline, Motor Oil), Bartlesville, Okla.

LANDSHEFT, INC.

810 Liberty Bank Bldg., Buffalo 2, N. Y.
Phone: MO 9500

ABP-NOAB APA PPA ANPA

President.....A. Wm. Landsheft
Vice-President.....Henry L. Barber
Secretary-Treasurer.....Vera H. Landsheft
Production Manager.....E. T. Drullard
Art Director.....Harold F. Feltz
Account Executives.....A. William Landsheft,
Henry L. Barber, William H. Sells

Radio Accounts: Kendall Refining Co., Liberty Bank of Buffalo, P. J. Garvey.

LANE ADV. AGENCY, INC.

299 Madison Avenue, N. Y.

President.....Philip J. Lane
Secretary.....N. E. Lane
Account Executive.....Michael G. Perlman
Radio Accounts: Diane Beauty Salon, Nukul Home Permanent.

Television Accounts: Ansoni DeLuxe Shops Inc. Retail Shoe Chain; International Dresses; Sheer Bros. (Fabrics); Lawson Shoe Corp.

. . . Advertising Agencies . . .

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, O.
Phone: MA 6579

AAAA—ABP—ANPA—APA—NOAB—PPA
Radio Dir. & Time Buyer... Alvin B. Fisher
Radio Copy Writer... Robert F. Gibbons
Asst. Radio Copywriter... Mary Haring

Radio Accounts: The Burrows Bros. Co., Inc. (Office Supplies & Equipment), Brewing Corp. of America (Beer & Ale), Dowd-Feder, Inc. (Automobile, Parts & Service), Cleveland, O.; Lane Drug Co. (Drugs), Toledo, O.; The Miller-Becker Co. (Beverages), Mt. Sinai Hospital, Sears, Roebuck & Co., The World Publishing Co. (Books), Yellow Cab Co., General Electric Supply Corp. (Electrical Appliances), Cleveland, O.

TV Accounts: Brewing Corp. of America, Lane Drug Co., Toledo, O.; Sears, Roebuck & Co., Shelby Gum Co., Shelby, O.; The Blossom Peanut Co., The Ohio Mattress Co., G. E. Supply Corp. (Electrical Appliances), The Miller-Becker Co. (Beverages), Cleveland, O.

LAUESEN & SALOMON

520 No. Michigan Ave., Chicago 11, Ill.
Phone: SUPERIOR 7-0738
APA—ANPA—PPA

President... A. M. Salomon
Account Executives... Wendell Walker,
M. H. Sellhorn
Production Manager... D. L. Cuttie
Radio Account: Foley & Co., Imperial Credit Co.

AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.
Phone: RITTENHOUSE 6-1500
ANPA—APA—NOAB—PPA

President... Al Paul Lefton
Vice-Pres. & Treas... H. S. Louchheim
Vice-Presidents... P. Brown,
A. Parker, J. Jensen, H. Genske

Space Buyer... E. V. Righter
TV & Radio Director... A. R. Griffin
Branch Offices

521 Fifth Ave., New York 17, N. Y.
Phone: VANDERBILT 6-4340

President... Al Paul Lefton
Vice-Pres. & Mgr... R. J. Herts
435 N. Michigan Ave., Chicago, Ill.
Phone: SUPERIOR 7-9511

Vice-Pres. & Mgr... E. G. Foreman, Jr.
Radio Accounts: Phila. Electric Co. (Light & Power), Yellow Cab Co. (Taxi Service), Borden's Ice Cream, Crawford Clothes, Inc., Claridge Food Products (Canned Meats), Metropolitan Jockey Club (Jamaica Race Track), Empire Racing Assn. (Racing), A. Goodman & Sons (Goodman's Noodles), Hotel Bar Butter, Triangle Publications (Seventeen Magazine), New York, N. Y.

TV Accounts: Pal Blade Company, Inc. (Razor Blades), New York, N. Y.; Sylvan Seal Milk Co. (Milk), Yellow Cab Co. (Taxi Service), Philadelphia, Pa.; Metropolitan Jockey Club (Jamaica Race Track), A. Goodman & Son (Goodman's Noodles), Hotel Bar Butter, New York, N. Y.; Ekco Products (Kitchen Utensils), Brunswick-Balk-Collender (Bowling Alleys and Equipment), Chicago, Ill.; Schmidt's Beer & Ale, Philadelphia, Pa.

LENNEN & MITCHELL, INC.

17 E. 45th St., New York 17, N. Y.
Phone: MURRAY Hill 2-9170
ANPA—APA—PPA—AAAA—NOAB
ABC—ABP

Chairman of the Board... Philip W. Lennen
President... Ray Vir Den
Vice-Pres. & Sec... Reginald T. Townsend
Gordon D. Cates, Thomas P. Doughten,
Daniel M. Daley, Jr., Jackson Taylor
Treasurer & Controller... Barron R. Proctor
V.P. & Exec. Art Dir... Hans Sauer
V.P. in Charge of Prod... Michael J. Madar
V.P. in Charge of Copy

Frederick W. Reynolds, Jr.
V.P. in Chg. of Research... Todd B. Franklin
V.P. in Chg. of Media... Catherine V. Parker
V.P. Radio & TV Copy Chief

Peter V. Keveson
V.P. in Chg. of Radio & TV

Nicholas Keesely
Art Director TV... Clark Agnew
Art Directors... John DeNero,
James K. Maloney, William H. Weber,
Lucille D. Lupke

Mgr. Art Dept... Frank Farrell
Mgr. Service Dept... Myles E. Baker
Mgr. Radio & TV Depts... Harry Woodworth
Space Buyer... Arthur H. Ude
Time Buyer... Frank A. Daniel
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. (Lustre-Creme Prods.), Jersey City, N. J.; Esquire, Inc. (Coronet, Esquire Apparel Arts Magazines), Dorothy Gray, Ltd. (Cosmetics), Lehn & Fink Products Corp. (Lvsol Disinfectant, Pebeco 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, Tide Water Oil Co. (Tydol Gasoline, Veedol Motor Oil, New York, N. Y.,

and Tulsa, Okla.; John F. Trommer, Inc. (Beer), New York, N. Y.; Weekly Publications, Newsweek Magazine.

AUSTIN C. LESCARBOURA & STAFF

The Adshop, Croton-on-Hudson, N. Y.
Phone: CRoton 13414

Senior Partner.....Austin C. Lescarboura
Junior Partner.....Stanley A. Lescarboura
Production.....Winfred Phillips
Secretary.....Miriam Lescarboura
Radio Accounts: Aerovox Corporation (Capacitors), New Bedford, Mass.; Clarostat Mfg. Co., Inc. (Controls and Resistors), Dover, N. H.; Allen B. Du Mont Labs. (Cathode-ray Tubes), Allen B. Du Mont Labs. (Television Transmitters), Allen B. Du Mont Labs. (Cathode-ray Instruments), Clifton, N. J.; Allen B. Du Mont Labs. (TV components), East Paterson, N. J.; Henry L. Crowley & Co. (Powdered Iron Cores and Steatite Parts), West Orange, N. J.; Industrial Instruments (Electrical Test Instruments), Jersey City, N. J.; Industrial Devices, Inc. (Electrical Test Instruments), Edgewater, N. J.; Hudson Wire Company (Magnet and Bare Wires), Ossining, N. Y.

TED LEVY ADVERTISING AGENCY

315 Insurance Bldg., Denver 2, Colo.
Phone: Main 7133
ABP-ANPA-APA

Pres., Space Buyer, Copy Chief,
Research & Pub. Dir., Radio
Time Buyer.....Ted Levy
Radio Dept. Dir.....Barbara Aiton
Account Executives.....Ted Levy,
G. B. Levy, William Archenhold

LEWIN, A. W. CO. (N. Y. Partnership)

40 E. 49th St., New York 17, N. Y.
Telephone: MUrray Hill 8-6200
AAAA-PPA-ANPA-APA-ABP

Partners.....A. W. Lewin,
Sidney Matthew Weiss, Max Green
Art Directors.....Donald N. Waterbury,
Leslie M. Kay
Marketing & Research...Robert P. Engelke
Space Buyer.....Henry H. Dyrsen, Jr.
Radio & TV Director.....Robert Brenner
Production Manager.....Louis Leon
Traffic Manager.....Morton Troy
Copy Chief.....Harold Longman
Account Executives.....James Eilers,
Wray Kennedy, Maurice Marks, Ben Weiss
Branch Office

Lewin, A. W. Co. (New Jersey Corporation)
Raymond-Commerce Bldg., Newark 2, N. J.
Phone: MITCHELL 3-3200
AAAA-ABP-ANPA-PPA

President.....A. W. Lewin
Secretary-Treasurer...Sidney Matthew Weiss
Vice-Presidents.....Max Green,

Donald N. Waterbury, Leslie M. Kay,
Richard N. Gulick
Exec. Vice-Pres.....Leonard Newsteter
Art Director.....Harry Gitten
Copy Chief.....Philip Moreton
Account Executives.....Sheldon F. Berlow,
David Straus III

Radio Accounts: Harris, Upham & Co. (Brokerage Company), Cook and Dunn Paint Corp. (Paint), The Doughten Seed Co. (Seeds), Colonial House Candy Stores (Candy), Sophie Mae Candy Corp. (Candy), The G. N. Coughlan Co., The Costa Ice Cream Co. (Ice Cream), New York, N. Y.
TV Accounts: Chambers Distributing Co. (Chambers Kitchen Range), Costa Ice Cream Company (Ice Cream), Sophie Mae Candy Corp. (Candy), Jacoby-Bender, Inc. (Watch Bands), J. Smallman & Sons (Men's & Ladies Wallets).

ADDISON LEWIS & ASSOCIATES

2310 Stevens Ave., Minneapolis 2, Minn.
Phone: AT 6235

ABP-ANPA-PPA-NOAB-APA-ABC
Pres. & Acct. Exec.....Addison Lewis
Production Manager.....Don H. Johnson
Comptroller.....M. Saunderson
Account Executives.....Edward Grubb,
Harry Kruse, J. A. Quint, John H. Cleland,
William A. Dobson, Herschel V. Jones
Radio Accounts: Minnesota Amusement Co. (Theaters), Laxoris Co. (Mouthwash), Minneapolis, Minn.

LILLER, NEAL & BATTLE

810 Walton Bldg., Atlanta 3, Ga.
Phone: Cypress 6521

AAAA-ABP-NOAB-ANPA-APA
SNPA-PPA

Partner, Art Dir.....James L. Battle
Partner, Acct. Exec.....C. K. Liller
Partner, Acct. Exec.....William W. Neal
Media Director.....Sarah Williams
Branch Office

301 Palmetto Bldg., Columbia, S. C.
Manager.....Caldwell Withers
Radio Accounts: Brock Candy Company,
Colonial Stores, Inc., Blackman Stock Com-
pany, Bank of George (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: Circle 5-8800

ANPA-PPA-NOAB-ABC
President.....Laurence M. Lloyd
Vice-Pres. & Secy.....Charles F. Pietsch
Vice-Pres. & Acct. Exec. Harvey N. Volkmar
Treas. & Media Dir.....John J. Hagan
Vice-Pres. & Art Dir.....M. H. Kates
Production Manager.....William T. Kaleb

LOCKWOOD-SHACKELFORD CO., INC.

2001 Beverly Blvd., Los Angeles 4, Calif.
Phone: DUnkirk 8-3121

ABP—ANPA—APA—NOAB—PPA

President.....M. W. Shackelford
Vice-Presidents.....Lou Holzer,
MacAlan Gardner
Secretary.....Russell N. Lockwood
Treasurer.....E. M. Lec
Director.....Lou Holzer
Account Executives.....Lon Cameron,
John I. Sparling

Branch Offices

369 Pine St., San Francisco 4, Calif.
Phone: YUkon 6-5030

Manager.....A. S. Giesecke
57 East Jackson Blvd., Chicago 4, Ill.
Phone: HARRison 7-0654

Manager.....Scott Robertson
420 Madison Ave., New York 17, N. Y.

Manager.....R. T. O'Connell
Radio Accounts: Los Angeles Brewing Co. (Eastside Beer), Los Angeles; California Medical Assoc. (Health Insurance), San Francisco; Santa Fe Vintage (Santa Fe Wine), Los Angeles; The Muralo Company (Paint), New York; Horsetrader Ed (Automobile Dealer), San Francisco; State Sewing Center (Sewing Machines), Seattle.

TV Accounts: Los Angeles Brewing Co. (Eastside Beer), Los Angeles; Girard's Inc. (Salad Dressing), San Rafael; Kern Food Products (Foods), Good Humor Co. of Calif. (Ice Cream), Los Angeles.

DUDLEY L. LOGAN ADV.

448 S. Hill St., Los Angeles 13, Calif.
Phone: MADison 9-1604

ANPA—AAAA—PPA—ADA—ABP

President.....Dudley L. Logan
Art Director.....Rosemary Doermann
Copy Chief, Media Dir. &
Prod. Mgr.....Jack Waterman

THE W. E. LONG CO.

188 Randolph St., Chicago 1, Ill.
Phone: RANdolph 6-4606

ABP—ANPA—NOAB

Chairman of Board.....W. E. Long
President.....L. W. Haas
Vice-President.....E. E. Hanson
Vice-Pres. & Advtg. Dir.....Wm. Goodman
Treasurer.....A. T. Downie
Secretary.....H. G. Mergener
Dir. of Radio & TV....Edward C. Fritz, Jr.
Radio TV Dept.....J. Minetz

Radio Accounts: Asheville Baking Co., Asheville, N. C.; Butter Krust Baking Co., Smbnry, Pa.; Carpenter Baking Co., Milwaukee, Wis.; Cotton Bros. Baking Co., Alexandria, La.; Dietzen's Bakeries, Anderson, Ind.; Dixie Maid Baking Co., Kingsport, Tenn.; Fluhrrer, Bakeries, Inc., Medford,

Ore.; Haller's Eagle Bakery, Inc., Altoona, Pa.; Holsum Bakers, Tampa, Fla.; Holsum 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., (Toastmaster & 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.

TV Accounts: New Process Baking Co. (Holsum Bread), Chicago; Oak Cliff Baking Co. (Holsum Bread), Dallas; McGough Bakeries Corp. (Betsy Ross Bread), Birmingham; Atlanta Baking Co. (Betsy Ross Bread), Atlanta; Carpenter Baking Co. (Holsum Bread), Milwaukee.

EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1, Ill.
Phone: AN 3-1888

AAAA—ABP—ANPA—APA

President-Treasurer.....Earle Ludgin
Exec. Vice-Pres.....Vincent R. Bliss
Vice-Presidents.....J. H. Caro,
Montgomery N. McKinney, John H. Will-
marth, Edward Chapinan

Radio & TV Director.....Jane Daly
Time Buyer.....Ruth Babick

Radio Accounts: Rit Products Corp., The Best Foods, Inc., W. F. McLaughlin & Co., Chicago Title & Trust Co., Thor Corp., Linco Products Distributing Co., Kitchen Art Foods.

TV Accounts: Jules Montener, Inc., The Best Foods, Inc., Kitchen Art Foods, Inc., W. F. McLaughlin & Co.

LYNN-FIELDHOUSE

15 S. Franklin St., Wilkes-Barre, Pa.
Phone: 2-7182

ABP—ANPA—NOAB—APA

Partners.....S. C. B. Lynn,
L. S. Fieldhouse

Radio & Media Director...W. B. Pritchard
Art Director.....C. L. Steyer
Account Executive.....R. F. Bachman

Branch Office

51 E. 42nd St., New York 17, N. Y.
Phone: MURray Hill 2-4048

Radio Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Planters Edible Oil Co. (Peanut Oil), Wilkes-Barre; Quinlan Pretzel Co. (Pretzels), Reading; Furvin Dairy Co. (Milk), Wilkes-Barre, Pa.

TV Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading, Pa.

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

MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria 2, Ill.
Phone: 6-0771

ANPA ABP APA NAAN PPA NOAB
President & Art Dir. J. F. Ecllay
Vice-President R. W. Steele
Sec.-Treas. & Gen. Mgr. Jay J. Keith
Copy Dept. J. R. Shullaw

Branch Office

W. C. U. Building, Quincy, Ill.
Phone: 232

MacFARLAND, AVEYARD & CO.

333 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 6-9360

ANPA PPA ABP APA NOAB

President Hays MacFarland
Vice-Pres. & Gen. Mgr. Allen B. Dicus
Exec. Vice-Pres. A. E. Aveyard
Secy.-Treas. L. Peters
Media Director Courad Jones
Space Buyer Patricia Kral
Vice-Pres. & Radio Dir. Walter C. Power

MacLAREN ADVERTISING CO., LTD.

372 Bay St., Toronto, Ont.
Phone: EL 0321

ABC ANPA

President J. A. MacLaren
Vice-Presidents E. V. Reehntzer,
J. Ferris
Comptroller W. D. MacMahon
Director W. G. Abel
Radio & TV Dir. M. Rosenfeld
Radio-TV Prod. Supervisor H. Horler
Traffic Managers Kay Dale,
V. D. L. Dyer, Dorothy Rohb, Frank
Peppiatt

Branch Offices

110 Dominion Square Bldg., Montreal, P. Q.
Manager F. P. Gill
Radio Mary Moran
911 Electric Bldg., Chambers, Winnipeg,
Manitoba

Manager E. P. Thomson
305 Province Bldg., Vancouver, B. C.
Manager W. D. M. Patterson
Radio John Hoyland
111 Sparks St., Ottawa, Ontario

Manager W. F. Harrison
Radio Accounts: H. J. Heinz Co. of Canada (Food), Imperial Varnish & Color Co., Ltd., Imperial Oil Ltd. (Hockey and Baseball), I. H. Lavery & Co., O'Ceard Company of Canada, Peoples Credit Jewelers, Peoples Credit Clothiers, Provincial Tire Co., Tuckett Tobacco Limited, Henry K. Wampole & Co., Ltd., Canadian General Electric, Standard Chemical (Jayex), Christie Brown, Ltd. (Food), Blue Cross Plan for Hospital Care, Leather Footwear & Allied Industries Export Corporation, Ltd., Standard Brands, Ltd., Shefferd-Ingersoll Cheese, Royal Pud-

dings, Dow Brewery, Dominion Fur Auction Sales, Intercontinental Packers, Ltd., Lake of Woods Milling Co., Stephen's Paints, Capilano Baseball (Sicks' Capilano Brewery, Ltd.), Home Oil Distributors, W. H. Malkin & Co., Ltd., Nalley's Limited, Palmers' Limited.

MacMANUS, JOHN & ADAMS

Fisher Bldg., Detroit 2, Mich.
Phone: TRinity 2-8300

ANPA-APA-PPA-AAAA ABC-NOAB

Chairman W. A. P. John
Pres. & Treas. James R. Adams
Exec. Vice-Pres. Harvey G. Luce
V.P., Media & Research Dir.

Elmer W. Forehlich

Radio Time Buyer Martha Ude
Radio Accounts: Champion Spark Plug, Ferry-Morse Seed Co., Pontiac Motor Div., Dow Chemical Co.

TV Accounts: Pontiac Motor Div.

MALCOLM-HOWARD

203 N. Wabash, Chicago 1, Ill.
Phone: Ran 6-7912

ABP-ANPA APA-PPA

TV Writers-Producers George Janda,
William Bent, Norine Freeman, Michael
Brown, Stanford Kaatz

Executive-Producers Arthur Holland,
Hal Barkun, Max Holland

Radio Accounts: Dad's Root Beer, Hollands Jewelers, Chicago Coliseum, Foleman Motors, Chicago Sun-Times, Cook County Corp, Jory Candies, Ambrosia Brewing (Nectar Beer), Legion Ice Cream Co. (Ice Cream).

TV Accounts: National TV & Electrical Living Show, Courtesy Motors (Autos), Fohrman Motors (Autos), Hudson Dealers-Asso. (Autos), Hollands Jewelers, Dad's Root Beer Co. (Dad's Root Beer), Belmont Typewriter Co. (Typewriters), Ambrosia Brewing Co. (Nectar Beer), Demonstration Service Co. (Mail Order Products), Cupco Corp. (All Weather Windows), Teletronics-Sentinel (TV Sets), Chicago, Ill.; Roller Derby (Sports Event), New York, N. Y.; Rubin's (Women's Apparel), Stiffel Bradley Co. (Stiffel-Switch Lamps), Chicago, Ill.; Clinton Watch Co. (Clinton Watches).

DAVID MALKIEL ADV. AGENCY

172 Newberry St., Boston 16, Mass.
Phone: LI 2-1121

ABP ANPA APA PPA NAAN

Production Manager Julian Malkiel
Secretary Martha Brest

Radio Accounts: Royal Crown of New England (Soft Drinks), Canadian Ace Ale (Beer & Ale), Ace Vacuum Stores (Vacuum Cleaners), Boston, Mass.

Advertising Agencies

MANSON-GOLD-MILLER, INC.

1004 Marquette Ave., Minneapolis 2, Minn.
 Phone: GEneva 9619
 APA—ABP
 Pres. & Treas., Pub. Dir. Robert P. Miller
 Vice-Pres. & Sec. Eleanor L. Miller
 Art Dir. & Prod. Mgr. Neil Robertson
 Acct. Execs. Meyer Gold,
 R. P. Miller
Radio Account: Snyder Drug Stores.

MARFREE ADVERTISING CORP.

33 W. 46th St., New York, N. Y.
 Phone: PL 7-7655
 President H. A. Friedenber
 Vice-Pres. & Radio Dir. Alvin Eicoff
 Vice-Pres.-TV Dir. Barnett Friedenber
 Sec. & Treas. Louis P. Randell
Branch Office
 112 E. Walton, Chicago, Ill.
 Phone: WHitehall 4-7679
 Vice-President Alvin Eicoff
Radio Accounts: House of Goddard (Quilt
 Lady), Galgano Dist. (Records), Chicago,
 Ill.; Salvit (Arthritis Pills), Jersey City,
 N. J.; Rig-A-Jig (Toys), Chicago, Ill.; Mer-
 cury Life & Health Insurance (Insurance),
 San Antonio, Tex.; De-Con, Bankers Life
 Insurance.
TV Account: R & F Enterprises.

MARSCHALK & PRATT CO.

535 Fifth Ave., New York 17, N. Y.
 Phone: VAnderbilt 6-2022
 Partners H. C. Marschalk,
 S. H. Giellerup, S. L. Meulendyke, G. A.
 Poetschke, C. A. Peterson
 TV-Radio Director Cnrt A. Peterson
 Media Director H. Gesregan
 Asst. TV Producer H. Corderey
Radio Account: Esso Standard Oil Co.
 (Petroleum), New York, N. Y.
TV Account: Esso Standard Oil Co. (Pe-
 troleum), New York, N. Y.

MASON-RELKIN CO.

20 E. 35th St., New York 16, N. Y.
 Phone: MURray Hill 9-3891
 ABP—ANPA—APA—PPA
 President, Radio-TV Roger B. Relkin

J. M. MATHES, INC.

122 E. 42nd St., New York 17, N. Y.
 Phone: LEXington 2-7450
 ABP—ANPA—APA—PPA—ABC
 President J. M. Mathes
 Treasurer A. E. Cox
 Secretary Carle E. Rollins
 Vice-Pres. & Dirs. Wilfred S. King,
 W. T. Okie
 Vice-Presidents David C. Gibson,
 Dr. O. L. Tinklepaugh, Jan H. Meyer
 Director of Radio & TV Read H. Wight
 Radio Time Buyer Edna S. Cathcart
Radio Accounts: Air Frances, American

Viscose Corp., Austin Motor Co., Ltd. (Eng-
 land), Canada Dry Ginger Ale, Inc., New
 York, N. Y.; Houbigant Sales Corp., Im-
 perial Paper & Color Corp., Judson Dunaway
 Corp., New York, N. Y.; Luden's, Inc., Read-
 ing, Pa.; The Pure Food Co., Inc., Mamaro-
 neek, N. Y.; Union Carbide & Carbon Corp.,
 New York, N. Y.
TV Account: Canada Dry Ginger Ale, Inc.,
 New York, N. Y.

MATHISSON & ASSOCIATES, INC.

411 E. Mason St., Milwaukee 2, Wis.
 Phone: Daly 8-4090
 ABP—NOAB—PPA—APA—ANPA
 Pres., Art. Dir., Space Buyer,
 Research Dir. C. A. Mathisson
 Vice-Pres. & Treas. I. M. Henkel
 Copy Chief, Sec., Media Dir.,
 Space Buyer Edward G. Ball
Radio Account: Edwards Motor Co.

JOSEPH MAXFIELD CO.

87 Weybosset St., Providence 3, R. I.
 Phone: GASpee 4456-4457
 ABP—ANPA—APA
 Pres., Space-Radio Time Buyer
 Joseph M. Finkle
 Vice-Pres.-Treas. Aaron M. Finkle
 Copy Chief Mary M. Healy
 Radio Director Dorothy M. Taipe

MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.
 Phone: LORain 7-5710
 ANPA—APA—PPA—ABC—NOAB
 TAB—CCA
 President Lou R. Maxon
 Vice-President Searle Hendee
 Treasurer W. I. O'Neil
 Secretary G. Reginald McKiel
Branch Offices
 12 E. 53rd St., New York 22, N. Y.
 Vice-Pres., Gen. Mgr. M. F. Mahoney
 Radio & TV Director S. James Andrews
 664 N. Rush, Chicago 11, Ill.
 Manager L. J. Sholy
Radio Account: Gillette Safety Razor Co.

THE MAYERS CO., INC.

2301 W. Third St., Los Angeles 5, Calif.
 Phone: DUNkirk 82111
 ABP—APA—FAAG—NOAB—PPA—ANPA
 President Henry Mayers
 Vice-President Forrest Dolau
 Secy.-Treas. James P. Shelley
 Art Director Geo. Labadie
 Production Edith Hemphling
 Media Director Madelyn Miles
Radio Accounts: Gordon Bread Co., Hoff-
 man Candy Co., National Schools (Corres-
 pondence Courses), Adolphs Food Products
 (Meat Tenderizer), Pennzoil Co. (Oil & Lub-
 ricants), Sears Roebuck & Co. (Retail De-
 partment Store), Los Angeles, Calif.

Advertising Agencies

TV Accounts: Sears Roebuck & Co. (Retail Department Store), Adolphs Food Products (Meat Tenderizer).

JAMES McBRIDE ADV. AGENCY

514 Neil P. Anderson Bldg., Fort Worth, Tex.
Phone: 2-1147
SNPA ABP APA

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 22, N. Y.
Phone: JUdson 6-3100
AAAA ABC ABP ANPA APA
NOAB—PPA—BMB

Chairman of Board, H. K. McCann
Vice-Chairman & Ch. of Exec.

Comm. Harrison Atwood
President, Marion Harper, Jr.
Vice-Pres. & Treas. John L. Anderson
V.P. & Mgr. of Eastern Oper. L. S. Briggs
Vice-Presidents (N. Y.) R. M. Alderman,
Donald G. Calloun, Robert S. Congdon,
W. H. Conine, J. L. Deane, G. B. Darnly,
Earl C. Donegan, Leonard E. Erikson,
L. E. Firth, George H. Giese, (Miss)
Alberta Hays, C. A. Hoppock, Daniel W.
Keefe, Arthur J. Kemp, Alton Ketchum,
W. E. McKeachie, H. A. Mitchell, C. A.
Posey, (Miss) Florence Richards, (Miss)
Margot Sherman, John H. Tinker, Jr.,
R. E. Thompson, E. F. Wilson

Vice-Pres. of Radio-TV, Thomas H. Lane
Vice-Pres. of Radio-TV Programs

Alfred J. Scalpone

V.P.-Pres. of Radio-TV Services

William C. Dekker

Vice-Pres., Producer, Dorothy B. McCann
Dir. of Radio-TV Pgm. Development

Hendrik Booraem

Senior Producer, Neil Reagan
Dir. of Radio-TV Commercial

Copy Charles H. Wolfe
TV Film Director, Frank P. Bibas
Director of Radio-TV

Publicity & Promotion, James Macdonald
Branch Offices

31 St. James Ave., Boston 16, Mass.

Vice-Pres.-Mgr. Watson M. Gordon
318 S. Michigan Ave., Chicago 4, Ill.

Vice-Pres.-Mgr. Homer Havermale
Vice-Presidents Walter Krause,

A. W. Sherer, H. G. Smith, Sidney A. Weiss
1300 Guardian Bldg., Cleveland 14, O.

Vice-Pres.-Mgr. A. A. Sommer
Vice-President Ralph Koser
3546 Penobscot Bldg., Detroit 26, Mich.

Vice-Presidents Paul Holder,
Frank Townshend

6331 Hollywood Blvd., Hollywood 28, Calif.
Manager Neil Reagan

612 S. Flower St. Los Angeles 17, Calif.

Vice-Pres.-Mgr. Burt Cochran
1100 Builders Exchange Bldg., Minn. 2, Minn.

Vice-Pres.-Mgr. Jackson Taylor

1103 Public Service Bldg., Portland 4, Ore.
Manager Harry Burton
111 Sansome St., San Francisco 4, Calif.

Vice-Pres.-Mgr. H. Q. Hawes
Vice-Presidents, Roswell Cochran,

Clarence Hestorff, E. H. McCrea, Robbins
Milbank

Radio Accounts: Chesbrough Mfg. Co.
Consol., Columbia Records, Inc., International Harvester Company, National Biscuit Company, Pacific Coast Borax Co., Swift & Company, California Packing Corporation, Ohio Bell Telephone Co., S.O.S. Company, The Standard Oil Co. (Ohio), Altos Brewing Company, The Barrett Division, Bell Brand Foods, Ltd., Beverwyck Breweries, Inc., Chrysler Sales Division, Clark Brothers Chewing Gum Co., Cowles Magazines, Inc., W. P. Fuller & Co., Griesedieck Western Brewery, Leisy Brewing Co., Lucky Lager Brewing Co., Milk Foundation, Inc., Pacific Power & Light Co., Perfection Stove Co., Portland Gas & Coke Co., Publix Shirt Corp., Richman Bros. Co., So. Calif. Gas Co. and Co. Counties Gas Co., Standard Oil Company (Indiana).

TV Accounts: Altos Brewing Co., American Safety Razor Corp., American Trust Co., Beverwyck Breweries, Inc., California Packing Corp., California Walnut Growers Association, Clark Brothers Chewing Gum Co., Chrysler Sales Division, Columbia Records, Inc., Congoleum-Nairn, Inc., Cowles Magazines, Inc., Esso Standard Oil Company (Regional), Griesedieck Western Brewery, Hood Rubber Co., "Junket" Brand Foods, Lehn & Fink Corp., Leisy Brewing Company, Manufacturers Trust Company, National Biscuit Company, Pharma-Craft Corp., S.O.S. Company, Standard Oil Company Indiana (Regional), So. Calif. Gas Co. and So. Counties Gas Co., The Standard Oil Co. (Ohio), Swift & Company, Westinghouse Electric Corp., Vim Electric Company.

McCORMICK COMPANY

217 E. 7th Ave., Box 1931 Amarillo, Tex.
Phone: 5333

NOAB ANPA APA SNPA

Owner-Manager, James L. McCormick
Account Executives, John R. Forkner,

R. W. Siemplekamp

Art Director, Alfred M. Gibbons
Radio Accounts: Shaurock Oil & Gas
Corp., Consolidated Appliances, Inc.

**McCREERY, QUICK & McELROY,
INC.**

100 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-1670

AAAA ANPA APA NOAB PPA

President Walter McCreery
Vice-Presidents, L. C. McElroys,

James Albert Wales, John E. Quick

Advertising Agencies

Vice-Pres., Treas.....Charles B. Ganz
 Secretary.....Agnes R. Volk
 Time Space Buyer.....Catherine Wohlpart
Branch Offices
 9344 Wilshire Blvd., Beverly Hills, Calif.
 President.....Walter McCreery
 522 Powell St., San Francisco, Calif.
 Vice-Pres. & Mgr.....Robert Selby
 TV Account: Hoffman TV Corp. (Sets).

L. E. McGIVENA & CO., INC.

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

Phone: PLaza 3-7422

ANPA—ABP—APA—PPA—ABC

President.....L. E. McGivena
 Vice-President.....Howard W. Roper
 Secretary.....Johu W. Brennan
 Art Director.....Samuel Josephs
 Production Manager.....O. Paul Fuerstenberg
 Space Buyer.....Mrs. Marguerite Andrews
 Acct. Executives.....Frank J. Byrne,
 Mortimer Bryans

McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia 2, Pa.

Phone: LOcust 7-4737

ANPA—PPA—APA

President.....Roy J. McKee
 Vice-Pres. & Treas.....David R. Albright
 Vice-President.....James A. McFadden
 Time Buyer.....Evelyn Walmsley
 Vice-Pres., Mdse.....Howard H. Yaw
 Secretary.....T. E. Libby
Radio Accounts: Western Maryland Dairy,
 Phila. & Reading Coal & Iron Co., General
 Ice Cream Corp., Castles Ice Cream Co.,
 Breyer Ice Cream Co.

TV Accounts: General Ice Cream Co.,
 Breyer Ice Cream Co., Phila. & Reading
 Coal & Iron Co., Breakstone Bros., Inc.,
 Renuzit Home Products Co.

McKIM ADVERTISING LIMITED

Dominion Square Bldg., Montreal, Que., Can.

Phone: Lancaster 5192

ANPA—ABC

President.....James M. Baxter
 Vice-Pres., Sec.-Treas.....J. W. Thain
Branch Offices

47 Fraser Ave., Toronto, Ont. Canada
 Manager.....E. W. Brodie
 Paris Bldg., Winnipeg, Man., Canada
 Manager.....A. A. Brown
 Province Bldg., Vancouver, B. C., Canada
 Manager.....W. J. Sandstrom
 376 Strand, London, W.C. 2, Eng.
 Acting Manager.....H. Suffell

MELAMED-HOBBS, INC.

609 Second Ave. So., Minneapolis 2, Minn.

Phone: Bridgeport 1225

ANPA—PPA—NOAB—APA—SNPA

President-Treasurer.....Louis Melamed
 Vice-President.....S. E. Melamed

Secretary.....M. O. Gooder
 Account Executives.....Ralph W. Hohbs,
 E. T. Holmgren, Newton Stein, Glenn
 Knoblaui, Vern Soash, A. Pacini, Roser
 H. Matson, H. L. Danforth
 Media Director.....J. Frank Johns

Branch Offices

E. 906 First National Bank Bldg., St. Paul 1,
 Minn.

Manager.....E. T. Holmgren
 Melamed-Hohbs, Baskin & Livingston
 333 . Michigan Ave., Chicago 1, Ill.

Manager.....E. R. Livingston
Radio Accounts: Chocolate Products Co.,
 Griggs Cooper & Co., Lan-O-Sheen, Inc.,
 Minnesota Farm Bureau Federaton, 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—NOAB—APA

President.....Arthur E. Meyerhoff
 General Manager.....J. H. Black
 Financial Manager.....J. A. Johnston
 Director of Radio & TV..Benjamin J. Green
 Assoc. Radio & TV Dir....George Rich III
 Radio Time Buyer.....Carol Perel
 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, Heury
 Bartenstein, John H. Black

Branch Office

759 N. Milwaukee St., Milwaukee 2, Wis.
 Manager.....George Grabin
Radio Accounts: Chicago National League
 Ball Club, Illinois Meat Company, Mil-
 waukee Elec. & Transport Co., Wisconsin &
 Michigan SS Co., Wm. Wrigley Jr. Company,
 Patricia Stevens Models' Finishing School,
 Chicago Transit Authority, Clark's Super
 Gas.

C. L. MILLER COMPANY, INC.

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

Phone: MUrray Hill 2-1010

AAAA—ABC—ABP—ANPA—APA

NOAB—PPA

President.....C. L. Miller
 V.P.-Treas., Radio & TV Dept..G. V. Carhart
 Sec., Radio & TV Dept.....L. L. Hoffman
 Secretaries.....Miss R. Driscoll,
 H. Rentor, F. Delaney

Branch Office

333 No. Michigan Ave., Chicago 1, Ill.

Phone: CEntral 6-1640

Manager.....I. M. Tuteur
Radio Accounts: Corn Products Sales Co.
 (Karo, Mazola, Linit, Niagara Starch), Cur-
 tiss Candy Co. (Baby Ruth, Butterfingers,
 Old Sol Bar), Doughnut Corp. of America,

. . . Advertising Agencies . . .

Blue Channel Corp. (Harris American Crabmeat, Harris American Deviled Crabmeat).
TV Accounts: Corn Products Sales Co. (Niagara Starch), Blue Channel Corp. (Harris American Crabmeat, Harris American Deviled Crabmeat).

DAN B. MINER CO.

301 S. Kingsley Drive, Los Angeles 5, Calif.
 Phone: DUInkirk 8-3301
 AAAA-ABC-ABP-ANPA-APA-CAN
 NOAB-PPA

President.....Dan B. Miner
 Exec. Vice-Pres.....J. C. Morse
 Vice-Presidents.....I. M. Greer,
 Hildred Sanders, Richard Glover
 Secretary-Treasurer.....M. R. Sweeney
 Account Executives.....J. C. Morse,
 I. M. Greer, Hassel Smith, Andrew Carpenter

Production Manager.....Richard Glover
 Art Director.....Fred Kaplan
 Media Director.....Edith Grooms
 Radio & TV Dir.....Hildred Sanders
 Asst. Radio & TV Dir.....Robert Black
 Time Buyer.....Terri Brady

Radio Accounts: American Beauty Macaroni (West Coast Div.) (Macaroni), Los Angeles; Forest Lawn Co. (Mortuary & Cemetery), Glendale; Lakewood Park, Inc. (Houses), Lakewood Park; 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.

TV Accounts: Log Cabin Bread Co., Luer Packing Co., American Beauty Macaroni Co., Forest Lawn Co., Lakewood Park, Inc., Kendall Foods, Inc., Interstate Bakeries Corp., Smart & Final, Ltd.

EMIL MOGUL CO., INC.

250 W. 57th St., New York 19, N. Y.
 Phone: CO 5-2482
 ABP-ANPA-PPA

President.....Emil Mogul
 Secretary-Treasurer.....Helene Mogul
 Exec. Vice-Pres.....Charles L. Rothschild
 Vice-Presidents.....Seth D. Tobias,
 Myron A. Mahler, Rino Negri
 General Manager.....Milton Guttenplan
 TV & Radio Dir.....Ely Landau
 Radio & TV Time Buyer.....Helen Munroe
 TV Producer.....Lee Reynolds
 Production Manager.....Al Mauro
 Art Director.....Herman Davis
 Media & Research Dir.....Joel Martin
 Copy Chief.....Maxwell Sapan

Radio Accounts: Barney's Clothing (Men's & Boys' Clothing), Berio Import Co. (Berio & Francesconi Oil), New York, N. Y.; Gem Oil, Brooklyn, N. Y.; Napa Valley Grape

Prod. (Colombo Wine), New York, N. Y.; Canadian Fur Corp. (Women's Furs), New York and New Jersey; Ronzoni Macaroni Co. (Macaroni & Spaghetti Prod.), Long Island City, N. Y.; National Shoes (Children's, Women's & Men's Shoes), Santarpia Wine & Liquor Store, New York, N. Y.

TV Accounts: Gem Oil (Oils), Brooklyn, N. Y.; Canadian (Women's Furs), New York & New Jersey; Kromark (Esquire Boot Polish), Brooklyn, N. Y.; National Shoes (Children's, Women's & Men's Shoes), New York, N. Y.; Ronzoni Macaroni Co. (Macaroni & Spaghetti), Long Island City, N. Y.

THE CHESTER C. MORELAND CO.

1101 Times-Star Tower, Cincinnati 2, O.
 Phone: Parkway 1178
 PPA-ABP-ANPA

President.....Chester C. Moreland
 Secretary.....Walter H. Strauss
 V.P. & Time Buyer.....Carl H. Press
Radio Accounts: Rainbo Baking Co., Coney Island, Inc., Coca-Cola Bottling Co., Cincinnati Times-Star.

TV Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Cincinnati Times-Star, Cincinnati.

MOREY, HUMM & JOHNSTONE, INC.

350 Fifth Ave., New York 1, N. Y.
 Phone: BR 9-5950
 ABP-ANPA-APA-NOAB-PPA

President.....Sylvester M. Morey
 Exec. Vice-Pres.....Llewellyn B. Van Doren
 V.P. & Mgr. Utility & Home

Appliance Dept.....Albert W. Humm
 V.P. & Copy Chief.....Stanley F. Ellsworth
 V.P. & Art Dir.....William G. Sutton
 Secy. & Treas.....William G. Carmody
 Media Director.....Frank E. McElmoyl
 TV Director.....W. L. Wernicke
 Exec. 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
 Mdse. Counsellor.....Rosamond Gilmartin
Radio Accounts: Sinclair Refining Co., Richfield Oil Corp. of N. Y.

TV Accounts: Sinclair Refining Co., New York, N. Y.

RAYMOND R. MORGAN CO.

6233 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HEMPstead 4194
 ANPA-APA-NOAB

President.....Raymond R. Morgan
 Exec. Vice-Pres.....Robert C. Temple
 Account Executives.....Jack Kerr,
 L. W. Hobson
 Radio Director.....James C. Morgan

Advertising Agencies

Production John Burton
 Time Buyer..... Mary Ellen Ryan
 Copy Chief..... Audrey Sharpe

Branch Office

260 California St., San Francisco 11, Calif.
 Phone: DOuglas 2-6073

Affiliate

Goodkind, Joice & Morgan, Inc.
 Palmolive Bldg., Chicago 11, Ill.

President..... Clyde M. Joice
 Chief Executive... Raymond R. Morgan, Jr.
Radio Accounts: Planters Nut Choc. Co.,
 J. A. Folger & Co., Los Angeles Soap Co.,
 (White King Granulated Soap; Scotch Triple
 Action Cleanser; Sierra Pine Toilet Soap;
 Institute of Religious Service.

TV Account: Los Angeles Soap Co. (White
 King Granulated Soap, White King Water
 Softener), Los Angeles 54, Calif.

MORSE INTERNATIONAL, INC.

122 E. 42nd St., New York 17, N. Y.
 Phone: ORegon 9-4600
 APA—PPA—NOAB

Chairman of the Board..... A. T. Preyer
 President..... J. Patterson
 Exec. Vice-Pres..... M. F. House
 Treasurer..... O. L. Lancaster
 Space Buyer..... F. D. Davies
 Mgr. Radio & TV Dept..... C. C. Slaybaugh
 Export Media Mgr..... Aurora Blando
 Director of Prod..... M. K. Burkett
 Group Prod. Mgrs..... W. W. Williams,
 D. R. Quist, W. J. Berey
 Sr. Art Director..... L. Szalay
 Group Art Directors..... E. Ellis,
 S. Nagle

Art Studio Mgr..... C. Scimecca
 Account Executives..... Constance Boland,
 Emory Ward, E. R. Korth
Radio Accounts: Vick Chemical Co. (Vick
 Products), The Sofskin Co. (Sofskin Hand
 Cream), Prince Matchabelli, Inc. (Prince
 Matchabelli Perfumes & Cosmetics).

MOSELLE & EISEN ADV. AGENCY

522 Fifth Ave., New York 18, N. Y.
 Phone: MUrray Hill 2-4939
 PPA—ANPA

Partners Henry Eisen,
 Rose Moselle
 Copy Chief, Publicity Dir... Mildred Barsky
 Art Dir., TV Prod... Frederick H. Cassens
 Production Manager..... M. Baumstein
 Media Dir., Space & Time Buyer
 Ruth Macdonald
 Publicity Dir..... Richard E. Richman

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.
 Phone: 4-6141

ABP—ANPA—APA—NOAB—PPA—SNPA
 Pres. & Treas..... Arthur S. Cotins
 Asst. to President..... Robert MacFarland

Vice-Presidents..... James N. Brown,
 L. B. Reigler

Secretary..... Mrs. Mildred S. Benson
 V.P. & Art Dir... A. Montgomery Huntington
 Asst. Sp. Buyer... Miss Christine H. Van Dyke
 Sp. Buyer & Research Dir... Miss L. B. Mang
 Asst. Research Dir... Mrs. Pearl A. Curtis
 Production Manager..... Fred Michel
 Merchandising Director... R. Del Dunning
 Field Merchandising Dir... T. Robert Garry
 Account Executives..... Arthur S. Cotins,
 James N. Brown, L. B. Reigler, Geo. P.
 Hodges, Robert F. MacFarland, Harry T.
 Duffy, Kenneth S. Duffes

Radio Accounts: West End Brewing Co.
 (Utica Club Beer & Ale), Utica, N. Y.; Ani-
 mal Foundation, Inc. (Hunt Club Dog Food),
 Sherburne, N. Y.; C. A. Durr Packing Co.
 (Meat Products), Utica, N. Y.

TV Accounts: West End Brewing Co.
 (Utica Club Beer & Ale), C. A. Durr Pack-
 ing Co. (Meat Products), Utica, N. Y.;
 Schwartz Bros. Cigar Corp. (Peter Schuy-
 ler Cigars), Philadelphia, Pa.

MOSS ASSOCIATES

415 Lexington Ave., New York 17, N. Y.
 Phone: MUrray Hill 7-7377

ABC—ABP—ANPA—APA—NOAB—PPA

President..... Joseph H. Moss
 Vice-President..... Martin W. Jacobson
 Copy Chief..... Chas. D. Beckman
 Time & Space Buyer..... Vera Norse
 Media Director..... Hal Goldin
 Radio & TV Director... Arnold O. Leeds
 TV Assistant..... Adele Stulman

Radio Account: Freemauntel Voice Inst.
 (Voice Course—records), New York, N. Y.

TV Accounts: N. Y. Red Cross Shoe Deal-
 ers (Ladies' Shoes), Hats by LEEDS (Mil-
 linery), New York, N. Y.; Nat Paterson
 Motors, Inc. (Auto Dealer & Service), Ozone
 Park, N. Y.; Jackson Motor Co. (Auto Deal-
 er & Service), Jackson Heights, N. Y.; Dean
 Ross Piano Course (Piano Course), New
 York, N. Y.; Kay Novelties (Notions), Zip-
 loc Co. (Watch Bands), Jersey City, N. J.;
 Peerless Camera Stores (Cameras & Sup-
 plies), New York Tech. Institute (Technical
 School), New York, N. Y.

C. WENDEL MUENCH & COMPANY

75 E. Wacker Drive, Chicago 1, Ill.
 Phone: FInancial 6-3481
 ABP—ANPA—PPA

President..... C. W. Muench
 Account Executives..... W. O. Yocum,
 L. M. Bell, P. M. Fiske, C. T. Kerrigan
 Mgr. Client Service..... Robert Gingrich
 Media Director..... Victor Fabian
 Production Manager..... Win. G. Fisher
 Radio Director..... Glenn E. Martin
 Time Buyer..... Victor Fabian

• • • **Advertising Agencies** • • •

Radio Accounts: Adams Corp. (Snacks Korn Kurls), Beloit, Wis.; Monarch Brewing Co. (Beer), Chicago, Ill.; Sugardale Provision Co. (Meat Products), Canton, O.; Maurer-Neuer Co. (Meat Products), Kansas City, Mo.; A. E. Schwab & Sons Co. (Meat Products), Eau Claire, Wis.; L. C. Forman & Sons Co. (Condiments), Pittsford, N. Y.; Fannie May Candy Co. (Candy), Fox De Luxe Foods, Inc. (Poultry), Chicago, Ill.; Pavelka Brothers (Meat Products), Cleveland, O.; Triangle Restaurant Co. (Restaurant), Chicago, Ill.; Toffenetti Restaurant Co. (Restaurant), New York, N. Y.

TV Accounts: The Griffith Laboratories, Inc. (Spices); Monarch Brewing Co. (Meats), Chicago, Ill.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

105 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 9-6835
NIAA

President.....Paul R. Kruming
Vice-President.....Thomas W. Hughes
Secretary.....Joseph W. Madden
Copy Chief.....John L. Albright
Art Director.....Walter Kelly
Account Executives.....Paul R. Kruming,
Joseph W. Madden, John Sweeney, Philip
Curvich
Radio & TV Directors.....James G. Zea,
Alex O. de Cardenas, Sena Starr
Time Buyer.....M. K. Loo

Branch Offices

Associates offices throughout the world.
Radio and TV Accounts: American Safety Razor, Borden Co., Electric Auto-Lite, Esterbrook Pen, B. J. Heinz, Lambert Pharmaceutical Co., Lever Brothers (U. S.), National Carbon Co., Quaker Oats Co., Ruppert Brewery, W. R. Warner, R. Hindnut, Westinghouse.

NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone: SEate 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. Obie, Wm. R. Kinnaird
Vice-Pres. & Media Dir.....Otto R. Stadelman
Vice-Pres. & Radio-TV Dir.....Allan Wallace
Public Relations Dir.....John Willoughby
Sec.-Treas.....Max D. Anwyl

Branch Office

1680 North Vine St., Hollywood 28, Calif.
Vice-Pres. & Mgr.....Frank Pittman

Radio Accounts: Kraft Food Co., S. C., Johnson & Son, Swift & Co., Wieboldt Stores, Inc., Derby Foods, Inc.

NEFF-ROGOW, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 7-1230

Pres., Radio Time Buyer...William Rogow
Account Executive...Stewart Pierre Brown,
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.

318 St. Louis St., Springfield 3, Mo.
Phone: 4-2555
APA

President.....Ralph A. Nelms
Secretary.....Irene A. Cutright
Art Director.....J. H. Richards
Account Executives.....Ralph A. Nelms,
James A. Nelms, Jr., J. H. Richards

Radio Accounts: Wilson Bros. Mfg. Co. (Hooked Rug Materials), Springfield; Wilke Laboratories (Poultry & Livestock Remedies), West Plains; Old Nick Seed Co. (Seed Corn & Treatment), St. Joseph; Meek Lumber Cos. (Lumber Yard Chain), Lockwood; Pioneer Products, Inc. (Cough Medicine), Hoffman-Taff, Inc. (Chemicals), Springfield; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reyno Tando), 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
Art Director.....Arnold Hitchins
Radio, Copy, Pub. Dir.....Robert S. Cragin
TV Director.....Edward F. Flynn
Radio Time Buyer.....Anne E. Pratt
TV Time Buyer.....Sybil Van Patten
Space Buyer.....Eleanor P. Alex
Library & Research.....Alice Pach
Copy Assistant.....Pearl Veeder
Assoc. TV Prod.....Jack Laudt

Branch Office

150 W. 49th St., New York 18, N. Y.
Phone: Circle 5-5131

Assoc. TV Producer.....Jack Laudt

Radio Transcription Production Accounts: General Electric Company, Electronics Divi-

sion (G. E. Radios and TV Sets), Syracuse, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; General Electric Company, Appliance Division (Refrigerators, Stoves, etc.), Bridgeport, Conn.; National Dairy Company (Sealtest Dairy Prods.), Bensus Watch Company (Watch Manufacturer), New York, N. Y.; Marcus Breiers' Sons (Sports Clothing), Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; Stein Clothes, Inc. (Sir Little Garments), Pepsi-Cola Company, Soft Drink Mfrs.), New York, N. Y.; Spaulding Bakeries, Inc. (Spaulding Baked Products), Binghamton, N. Y.; Plough, Inc. (St. Joseph Aspirin, Mexsana, etc.), Memphis, Tenn.; Block Drug Company (Pharmaceutical Products), Jersey City, N. J.

Radio Accounts (Time): Carl Company (Department Store), Schenectady, N. Y.; William W. Lee & Co. (Save-the-Baby), Watervliet, N. Y.; A. L. Parsons & Son & Parsons, Inc. (Ford Dealer), Central Bridge and Amsterdam, N. Y.; Rudolph Brothers, Inc. (Jewelry Chain), Syracuse, N. Y.; Saratoga Association (Racing Association), New York & Saratoga, N. Y.; Industrial Bank (Banking Assn.), Schenectady, N. Y.; Rodgers Liquor Company (Liquor Distributor), Albany, N. Y.; Union-Fern, Inc. (Furniture Chain), Troy, N. Y.

Television Film Production Accounts: Pepsi-Cola Company (Soft Drink Mfrs.), New York, N. Y.; Saratoga Association (Racing Association), New York & Saratoga, N. Y.; Plough, Inc. (St. Joseph Aspirin), Mexsana, etc.), Memphis, Tenn.; National Dairy Company (Sealtest Dairy Products), New York, N. Y.

Television Accounts (Time): Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; (NBC-TV Network Account—approximately 50 TV Stations). Allen's Appliances, Inc. (G. E. Appliance Store), Apex Department Store (Department Store), Carl Company (Department Store), Colub Corporation (Super-markets), Fox & Murphy (Sports Store), Schenectady, N. Y.; William W. Lee & Co. (Save-the-Baby), Watervliet, N. Y.; Nusbaum's (Men's Furnishings), Schenectady, N. Y.; A. L. Parsons & Son, and Parsons, Inc. (Ford Dealers), Amsterdam, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; Wm. Sherry Tire Co. (Tire Dealer), Empire State Bedding Co. (Sealy Mattress Mfrg.), Schenectady, N. Y.; Rodgers Liquor Co. (Lignor Distributor), Albany, N. Y.; Breslaw Brothers, Inc. (Furniture Chain), Schenectady, N. Y.; Sharlet's Furniture (Furniture Store), Latham, N. Y.; Rudisco, Inc. (Dumont TV Distributors), Albany, N. Y.; Industrial Bank (Banking Association), Schenectady, N. Y.

TED NELSON ASSOCIATES

730 Fifth Ave., New York 19, N. Y.
Phone: Circle 6-8470

Owner & Producer.....Ted Nelson
Script Director.....Richard Dianond
TV Directors.....

Perry Bruskin, Charles Durand
Writer & Asst. Dir.....Ralph Tollnis
Composers.....Mischa & Wesley Portnoff
Radio Accounts: Edlie Electronics Corp., Delta Supply Co., Saul Birns, New York, N. Y.; Delta Photo Supply Co., Gothams Professional Basketball Team.

NEWELL-EMMETT CO.

(See Cunningham & Walsh, Inc.)

THEO. A. NEWHOFF ADV. AGENCY

529 N. Charles St., Baltimore 1, Md.
Phone: LExington 7155

AAAA—ANPA—ABP—NOAB—PPA

Partner.....Theodore A. Newhoff
Comptroller.....R. M. Newhoff
Space Buyer.....Alvera Bolland

NEWMAN, LYNDE & ASSOCIATES, INC.

Florida National Bank Bldg., Jacksonville 2, Fla.

Phone: 3-4435, 3-6285

ABP—ANPA—APA—FAAG—NOAB
PPA—SNPA

Ch. of Bd. & Treas.....M. T. Newman
President.....Hunter Lynde
Exec. Vice-Pres.....Kenneth F. Small
Vice-President.....David E. Robeson
Secy. & Pub. Dir.....Ronald G. Sercombe

Radio-TV Dept.

Exec. Vice-Pres.....Hunter Lynde
Vice-Presidents.....Allan C. Gottschaldt

Branch Office

Chamber of Commerce Bldg., Miami, Fla.

Phone: 82-9975

Vice-President.....Allan C. Gottschaldt
Radio Accounts: JAX Brewing Co. (Beer), Bond-Howell Lumber Co. (Bldg. Supplies), Southern Co. (Wine), Nickle Tackle Co. (Fishing Lure), Jacksonville, Fla.

TV Account: Jax Brewing Co. (Beer), 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
Radio Accounts: Rhodius Perfumes, Alaska Life.

• • • **Advertising Agencies** • • •

OLIAN ADVERTISING CO.

Ambassador Bldg., St. Louis 1, Mo.
Phone: Central 8380

ABP-ANPA PPA APA NOAB

President.....Irwin A. Olian
Vice-Presidents.....Harold A. Thomas,
J. W. Goldstein
Radio Director.....Margaret H. Nelson
Account Executives.....Irwin A. Olian,
H. A. Thomas, J. W. Goldstein, James
Spencer, M. H. Nelson, R. Mahon

Branch Office

35 E. Wacker Drive, Chicago, Ill.

Vice-Pres., Radio-TV.....A. J. Wagner

Radio Accounts: General Grocer Co. (Topmost Foods, Manhattan Coffee), Sayman Products Co. (Sayman Soap), Pevely Dairy (Jitterbug Dairy Products & Reddi-Wip), Dining Car Coffee Co. (Dining Car Coffee), ARA Dist. Co. (Capehart TV), Mercantile Commerce Bank, Ritepoint Co. (Liters), Knapp-Monarch (Magik-Rid), G. S. Suppiger Co. (Brook's Cat-sup), Feld Chevrolet (Chevrolet Agency), St. Louis, Mo.

TV Accounts: Pevely-Dairy Co. (Reddi-Wip), Feld Chevrolet, Ritepoint Co., G. S. Suppiger Co., Mercantile Commerce Bank, Knapp-Monarch, ARA Distributing Co., St. Louis, Mo.

ROBERT D. ORR & ASSOCIATES, INC.

1 W. 58th 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-President.....Arthur Livingston
Sec.-Treas.....Robert P. Clark
Radio-TV Director.....Stephen G. Bowen

Branch Offices

9130 Sunset Blvd., Los Angeles, Calif.
Exec.-in-Chg.Richard Diggs
123 New Bond St., London, England
Exec.-in-Chg.F. A. Nicholson
96 Rue de la Victoire, Paris, France
Exec.-in-Chg.M. Renault

Radio Accounts: Andrew Jergens Co. (Woodbury & Jergens), Cincinnati, O.; Bosco Co., Inc., New York, N. Y.; National Guard of the U. S., Washington, D. C.

TV Account: Bosco, New York, N. Y.

OSGOOD & HAZEN

270 Park Ave., N. Y.
Phone: MU 8-7360

OWEN & CHAPPELL, INC.

395 Madison Ave., New York 22, N. Y.
Phone: Plaza 8-2400

ABP ANPA APA NOAB-PPA

President.....John H. Owen
Executive Vice-Pres.....Charles Chappell
Vice-Presidents.....Marc Seixas,
William J. Jost, John J. Schneider
Director of Media.....Harry Torp

Radio-TV Dept.

V.P.-Radio-TV Dir.....David Hale Halpern

Radio Accounts: National Bohemian (Beer), National Premium (Beer), Baltimore, Md.

TV Accounts: National Bohemian (Beer), National Premium (Beer), Baltimore, Md.

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg., Kansas City 11, Kans.
Phone: Dr 7250

ABP ANPA APA PPA

President.....Merritt Owens
Vice-President.....R. Grant Neds
Production Manager.....Glenn A. Scott
Copywriter.....Virginia Bishop
Art Director.....Bernard L. Wardlow

Radio Accounts: Feld Chevrolet Company, Inter-State Moving & Stor. Co., Sulfa-Dent, Kansas City, Mo.; Davidsons Motor Co., Kansas City, Kan.

TV Accounts: Zephyr Ventilated Awning Co., Joe M. O'Bill Motor Co., Kansas City, Kan.

PACIFIC ADV. STAFF

1621 Franklin St., Oakland 12, Calif.
Phone: TEmplebar 2-2885

ABP-APA

Partners.....Helen A. Kennedy,
Carl W. Sickler

Assoc.....Harvey C. Scott
Production.....Robert Johnson

Radio Accounts: First Savings & Loan Assn., Prudential Realty & Finance Co., Albert Brown Mortuary, Oakland, Calif.

PACIFIC NATIONAL ADVERTISING AGENCY

605 Union St., Seattle 1, Wash.
Phone: ELiot 1401

AAAA-ANPA-NOAB-CAN

Radio Director.....Trevor Evans
Time Buyer.....G. M. Nyman
Asst. Radio Director.....Mary Peacock

Advertising Agencies

Branch Offices

715 Cascade Bldg., Portland, Ore.

Phone: Capitol 1021

Milton Foland

606 Chronicle Bldg., Spokane, Wash.

Phone: Madison 4371

Vernon Cary

Radio Accounts: Fisher Flouring Mills Co. (Pancake Mix, Biskit Mix, Fisher's Blend Flour, Zoom, etc.), Washington Co-Op Farmers Assn.—Lynden Products (Canned & Boned Turkey, Chicken, Chicken & Noodles, etc.), Seattle, Wash.; Seattle-First National Bank, Federal Old Line Ins. Co. (Insurance), Seattle, Wash. & Branch towns; Hesperian Orchards (Gift Fruit), Wenatchee, Wash.; Ivar's Acres of Clams (Seafood Restaurant), Bonded Bulb Growers (Bulbs), Cowman-Campbell Paint Store (Paint), Greater Seattle, Inc. (Seafair—Aqua Follies), Pete Heiser's Kitchens (Steel Cabinets, etc.), Imperial Candy Co. (Candy), Wm. O. McKay (Ford Cars), Seattle, Wash.; Wash. State Fruit Company (Cherries, Apricots, Peaches, Pears, Prunes), Yakima, Wash.

TV Accounts: Bacchus Luggage Co. (Leather Goods), Pacific Lincoln Mercury Co. (Linc. & Merc. Cars), Seattle-First Nat. Bank, Sherman, Clay & Co. (Music Store), Fisher Flouring Mills Co. (Zoom, Biskit Mix, Pancake Mix), Washington Co-Op Farmers Assn. (Lynden Products), Seattle, Wash.

PEARSON ADV. AGENCY, INC.

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

Phone: MURray Hill 8-3055

PPA

President-Treasurer.....C. H. Pearson
Radio Director.....A. E. Baglis

Radio Accounts: Manufacturers Trust Co. (Banking), New York; Cooper Razor Blade Co. (Razor Blades), Brooklyn; National Home Owners Assoc., New York, N. Y.

PECK ADV. AGENCY, INC.

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

Phone: PLaza 3-0900

ABP—ANPA—APA—NOAB—PPA

Chairman of the Board.....Harry Peck
President.....Harry Krawit

Vice-Presidents.....Norman Mack,
Sidney Alexander, Roy Gordon, Herbert Stiefel, Alfred Moss, Herman Stolley, John Schuman

Radio-TV Director.....Arthur J. Daly
Asst. Radio-TV Director....Donald Blauhut

Radio Accounts: I. J. Fox (Furs), Howard Clothes (Men's & Boys' Furnishings), Old Dutch Coffee & Caffe Espresso (Coffee), Charles of the Ritz (Cosmetics), Premier Foods (Food Products), Street & Smith Magazines (Charm, Mademoiselle, Living), Hearst Publications (Cosmopol-

tan, Good Housekeeping), Excelsior Frozen Meat Products (Frozen Meat Products), Julian Freirich Company (Tongue & Pork Products), New York, N. Y.; Hartford Provision Company (Meat Products), Hartford, Conn.; Teddy's Quick Frozen Seafood (Frozen Seafood), New York, N. Y.

TV Accounts: Howard Clothes (Men's & Boys' Furnishings), Old Dutch Coffee & Caffe Espresso (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.....T. C. Fisher,
Donald R. Shaw, Jack Skolnik

Secretary.....H. C. Sutherland
Media Director.....Richard S. Bean

Time Buyer.....William G. White
Radio-TV Director.....Wilfred S. Roberts

Asst. to Director.....John M. Halpern
Program Supervisor.....Elizabeth C. Shay

Radio and TV Accounts: Procter and Gamble (Camay Beauty Shop), Cincinnati, O.; Northeast Airlines (Air Transportation), Boston, Mass.

THE PHILLIPS COMPANY

604 First National Bldg., San Diego 1, Calif.

Phone: Franklin 2122

TAAN

Partners.....William L. Phillips,
Charles C. Ramsey

Account Executive.....Fred J. Volz
Time Buyer.....Robert F. Lewis

Radio Director.....Bill Mesmer
Radio Accounts: Arden Farms Co. (Dairy

Products), Cox & Gregg (Roofers), General Electric Appliances (Appliance Distributor), Silver Gate Bldg. & Loan (Savings & Loan

Assn.), Associated Travel Agency (Airline Travel Agency), Walker's (Dept. Store), Dennstedt Electro Mart (Electrical Appli-

cances), Dr. G. W. Raichart (Dentist), San Diego, Calif.

TV Accounts: Arden Farms Co., Dennstedt Electro Mart, General Electric Appliance, Walker's, San Diego, Calif.

PITLUK ADVERTISING

Alamo National Bank Bldg.,

San Antonio 5, Texas

Phone: GARfield 7268

ABP—ANPA—PPA—SNPA—NOAB

APA—TAAN SAAA

President.....Jack N. Pitluk
Radio Director.....L. Gerry Spangler

Sales Manager.....Jack N. Pitluk, Jr.
Radio Time Buyer.....Sam Riklin

TV Director.....Tom Reynolds

PORTER & ASSOCIATES

8409½ Melrose Place, Los Angeles 16, Calif.
Phone: DUmkirk 8-2972

Partner-Owner, Time Buyer & Adv. Sales
Manager.....Irwin T. Porter
Partner-Owner, Radio Dir. & Time
Buyer.....Gertrude T. Porter
Copy Chief.....Jean Norab

**R. J. POTTS—CALKINS & HOLDEN
INC.**

215 W. Pershing Rd., Kansas City 8, Mo.
Phone: Gr 5775

ANPA—APA NOAB PPA

President.....R. J. Potts
Vice-Presidents.....J. B. Woodbury,
C. C. Tucker, E. A. Warner, C. L. Robin-
son
Secretary-Treasurer.....C. C. McMillan
Radio & TV Director.....William J. Brewer
Publicity Director.....James McQueeny

POTTS-TURNBULL CO., INC.

912 Baltimore Ave., Kansas City 6, Mo.
Phone: Victor 9400

ANPA APA PPA NOAB

President.....W. J. Krebs
V.P.-Production Mgr.....D. E. Dexter
Secretary-Treasur.....C. J. Effie
V.P. & Radio Dir.....N. P. Rowe

PRATER ADV. AGENCY, INC.

705 Chestnut St., St. Louis 1, Mo.
Phone: Garfield 6490

Radio & TV Director.....Graham Black

**PROGRESSIVE RADIO
ADVERTISING CO.**

260 E. 161st St., New York 51, N. Y.
Phone: MElrose 5-5522

Director.....Lido Belli
Time Buyer.....Catherine Termini
Radio Accounts: Bendix Washing Machine,
Florsheim Shoes, Chrysler Corporation, Car-
ter's Little Liver Pills, Conti Products, De
Nobili Cigar Co., Ford Motors, Flotill Pro-
ducts, Gambarelli & Davitto, Inc., General
Electric, General Motors, Kalkinator Re-
frigerators, Philco Refrigerators and Radio,
Planters Edible Oil Co., Procter & Gamble,
RCA Victor, S. A. Shonbrunn (Medaglia
d'Oro Coffee), Warren Norge Co., Super-
film Distributing Corp., Atlantic Macaroni
Co., Inc., Florence Gas Range, Maytag Wash-
ing Machine, Ossola J. Co., Pandora Cigar
Co., Inc., RKO Theatre, Paradise Wines,
Muntz TV, International Harvester Refrig-
erator, Hallcraftar TV, Etna Recording Co.,
Home Lines, Inc.

QUALITY PARK ADV. AGENCY

150 N. Syndicate St., St. Paul 1, Minn.
Phone: NE 7873-4

APA—ABP

President.....C. A. Ward
Vice-President.....R. J. Henderson
Prod. Mgr., Space Buyer.....D. J. Holstad
General Manager.....E. J. Petersen
Radio Dir., Chg. Research.....J. H. Fischbein
Copy Chief.....J. B. Reely
Radio Accounts: Dairy Fresh Creameries,
Miss Morris Candies, Zip Co., Red Wagon
Pop Corn, Kennedy Products.

**RADIO ADVERTISING CORP. OF
AMERICA**

17 Audubon Ave., Jersey City 5, N. J.
Phone: BERgen 4-2332

Pres., TV Dir., Acct. Exec., Michael A. Fiore
Vice-Pres. & Treas.....B. V. Fiore
Secretary.....Sol Chasnoff
Prod. Mgr. & Acct. Exec.....Paul Apello
Radio-TV Director.....Albert A. Fiore
Account Executive.....B. Wilman
Radio Accounts: China Clipper, Evangeli-
stic Prophetic Testimony of Phila., Watch-
ung Lake, D. Wolff & Co.
TV Accounts: Watchung Lake, Swimming
& Bathing Resort.

THE L. W. RAMSEY ADV. AGENCY

230 No. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-8155

President & Secretary.....E. G. Naeckel
Vice-Pres. & Treas.....L. H. Copeland
Vice-President.....N. B. Langworthy
Art Director.....E. J. McCabe
Radio Time Buyer.....Dorothy L. Parsons
Branch Office
Hollywood 28, Calif.
Exec. Vice-Pres.....E. G. Naeckel
L. W. Ramsey Adv. Agency
Davenport, Iowa, Union Arcade
General Manager.....E. G. Naeckel
Radio Accounts: Blackhawk Brewing Co.,
Western Grocer Co., Michigan Mushroom
Co.

THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.
Phone: 7-1179

ABP

President.....Wilbur W. Randall
Production Manager...Muriel M. O'Connor
Art Director.....Bernard S. Vinick
Radio & TV Director....Florence F. Grady
Radio Accounts: Bacon Bottling Company
(Beverages), Hartford; Brown Thomson
(Sir Allo Shoe Clinic), Hartford & New
Haven; Crown Petroleum Corp. (Petroleum
Products), Connecticut & Massachusetts;
Geo. E. Dewey & Co. (Moving Storage).

• • • Advertising Agencies • • •

General Electric Supply Corp. (Television, Radio), Hartford County Laundry Owners' Association, Hartford Gas Company (Public Utility), New England Laundry (Laundry), Reichlin Furriers (Furrier), Savitt Jewelers (Jewelry), Wachtel's (Dept. Store), Hartford, Conn.

TV Accounts: Crown Petroleum Corp. (Petroleum Products), Connecticut & Massachusetts; Hatry & Young (Electronics), Hartford; United Radio Supply (Radio & Television Parts), New Britain, Conn.

THE FRED M. RANDALL CO.

Book Tower, Detroit 26, Mich.

Phone: CADillac 1-4662

ABP—ANPA—APA—PPA—ABC—NOAB

Pres. & Treas. H. Ross Mack
 Vice-President. Hal. G. Trump
 Secy. & Copy Chief. George B. Dow
 Radio Director. R. D. Hughes
 Space & Radio Time Buyer

Charles E. Foerster

Art Director. T. E. Eklund
 Production Manager. George L. Husted
 Account Executives. H. Ross Mack,
 Hal G. Trump, R. D. Hughes, Charles
 Foerster, Lee E. Crooks, P. F. Droege
Radio Account: Booth Newspapers.

RAYMOND ADV. AGENCY

11 Commerce St., Newark 2, N. J.

Phone: MA 2-6811

ANPA—PPA—ABP—APA

Owner. Milton C. Tauder
 Art Director. Gorman Loss
 Production Manager. Margaret McDade
 Publicity Director. Lillian Tinouney
 Research Director. 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. & Treas. Chas. Dallas Reach
 Vice-Presidents. Bennett Bates,
 Howard Sands, Francis R. Risley
 Sec. & Art Dir. Everett Sahrbeck
 Asst. Sec. & Treas. Wm. F. Renz

Branch Office

46 W. 55th St., New York 19, N. Y.

Phone: CRcle 5-4176

Vice-President. Howard E. Sands
Radio Accounts: Dugan Brothers (Baked Goods), N. J. Bell Telephone, Newark, N. J.; L. E. Waterman (Fountain Pens), Koppers Co. (Coke Fuel), Curtiss-Wright Co. (Airplane), New York, N. Y.

TV Accounts: Koppers Co. (Coke Fuel), New York, N. Y.

KNOX REEVES ADVERTISING, INC.

600 First Nat'l-Soo Line Bldg.,

Minneapolis 2, Minn.

Phone: BRidgeport 7701

AAAA—ABC—ABP—ANPA—APA

NOAB—PPA—AFA

President. E. E. Sylvestre
 Executive Vice-Pres. Wayne Hunt
 Vice-Presidents. J. H. Sarles,
 Elizabeth B. Reeves, Helen A. Brown, R.
 W. Stafford, E. K. Pottle, Dr. A. R. Root,
 Russell E. Neff, K. P. Torgerson
 Secretary-Treasurer. C. L. Greenwood
 Media Director. K. P. Torgerson
 Time Buyer. Philip Archer

Branch Office

625 Market St., San Francisco 5, Calif.
 Excc-in-Charge. H. R. Ohleyer
 Phone: SUTter 1-6744

Radio Accounts: General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank, Sperry Flour Co., Art Instruction, Inc.

TV Accounts: Art Instruction, Inc., General Mills, Midland National Bank.

REINCKE, MEYER & FINN, INC.

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

Phone: WHitehall 4-7440

ABP—ANPA—APA—NOAB—PPA—CCA

President. Wallace Meyer
 Vice-Pres. & Treas. C. A. Reincke
 Vice-Pres. & Sec. A. L. Reincke
 Vice-Presidents. Gordon Taylor,
 C. C. Stevens, J. J. Finn

Radio-TV Director. Frank M. Baker
 Space Buyer. J. F. Brown

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, Wis.

THE REINGOLD CO., INC.

10 State St., Boston 9, Mass.

Phone: CAPItal 7-7611

ANPA—PPA—ABP—AAAA—APA

President & Treas. Harry I. Reingold
 Art Director. Harry Goodman
 Production Manager. Robert 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: TEMplehar 2-2408

ABP—ANPA—APA

President. Emil Reinhardt

Advertising Agencies

Writer Dave Lane
 Space Buyer Eleanor Shea Moreira
 Account Executives Joseph Connor,
 Roland Irving
 Merchandising James Prindiville
 Production Manager Edward O'Mara
Radio Accounts: Kilpatrick's Bakeries,
 Walter N. Boysen Co., Central Bank, San
 Francisco Brewing Co., Tuttle Cheese Co.

REISS ADVERTISING

221 W. 57th St., New York 19, N. Y.
 Phone: PLaza 7-8039

ABP—ANPA—APA—CAN—PPA—SNPA
 President Joseph Reiss
 Vice-President Harold Reiss
 Sec.-Treas. B. M. Reiss
 V.P. in Chg. of Plans. Jules Freedman
Radio Accounts: Decorative Cabinet Corp.
 (E.Z-Do Closets and accessories), S. Klein
 (Retail Apparel), Princess House Closets
 (Closets & Accessories), Arthur Brown &
 Bro. (Art Supplies), Aristocrat Leather
 Products Co. (Inner Sanctum Billfolds).
 New York, N. Y.; Slater Electric & Mfg. Co.,
 Woodside, L. I.
TV Accounts: Decorative Cabinet Corp.
 (E.Z-Do Closets & Accessories), Princess
 House Closets (Closets & Accessories), Aris-
 tocrat Leather Products Co. (Inner Sanctum
 Billfolds), New York, N. Y.

E. W. REYNOLDS LIMITED

145 Yonge St., Toronto 1, Ont., Canada
 Phone: Waverly 6157
 ABC

President Edward W. Reynolds
 Vice-President C. W. Reynolds
 Sec. & Treas. Fred Banks
 Art Dept. Garth Harber
 Production Manager. John L. R. Russell
 Copy Chief. N. Stuart Walton
 Radio Director. G. E. Howard
 Radio Time Buyer. Shirley Oakes
 Space Buyer. Helen Anderson
 Account Executives. C. Warren Reynolds.
 H. D. R. Newby, H. A. Davis, J. H. Mitchell
Branch Office
 Room 409, 1405 Pearl St., Montreal, Quebec
 Phone: Lancaster 3745
 Exec.-in-Charge. Allan S. Morrison

FLETCHER D. RICHARDS, INC.

10 Rockefeller Plaza, New York 20, N. Y.
 Phone: JU 6-5400
 AAAA—ABC—ABP—ANPA—APA
 NOAB—PPA

President Fletcher D. Richards
 Vice-Presidents Eugene I. Harrington,
 Bradley A. Walker, M. J. Casey, J. S.
 Davidson, Radcliffe Romeyn, Trell Yocum
 Sec.-Treas. Duane W. Beumann
 Vice-Pres. & Media Dir. E. A. Elliot

Art Director John Sidbotham
 Research-Mdsg. Dirce. William J. Shine
 Copy Chief. John Williams
 Motion Picture Dir. Kenneth Young
 V.P., Radio & TV Dir. John S. Davidson
 Time Buyer. George Pamental
 Radio & TV Copy. S. J. Frolieck
 Radio Writer. Frank Taubes

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: Natl. Sugar Refining
 (Quaker Sugar), Mishawaka Rubber &
 Woolen Mfg. Co., Argus Cameras, U. S.
 Rubber Co. (U. S. Royal Tires, Fisk Tires,
 U. S. Keds, U. S. Gaytees, Koylon Mat-
 tresses), Eastern Air Lines, Dixon Crucible
 Co. (Ticonderoga Pencils), Durham-Enders
 Razor Corp. (Enders Razor), Foremost Dairy
 Products).

TV Accounts: U. S. Rubber Co. (U. S.
 Royal Tires, U. S. Keds, U. S. Gaytees),
 Eastern Air Lines, Atlanta-New York; Dur-
 ham-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 Director R. Bowers
 Production Mgr. D. Blaine
 Account Executive. Robert E. Hammond

Branch Office

230 Boylston St., Boston 16, Mass.
 Exec.-in-Charge. Robert S. Richmond
 Yuca Vine Bldg., Hollywood, Calif.
 Exec.-in-Charge. Morey K. Reiss

R. C. RIEBEL ADV. AGENCY

151 S. 5th St., Louisville 2, Ky.
 Phone: WAbash 6039-30

Owner R. C. Riebel
 Production Mgr. Walter W. Werle
 Radio-TV Director. Sally V. Woleven
Radio Accounts: Bank of Louisville, Bur-
 dorf Furniture Co., Cooke Chevrolet Co.,
 Cooke Pontiac Co., Commonwealth Life In-
 surance Co., Howel Furniture Co., Liberty
 National Bank & Trust Co., Monarch Auto
 Co., Hurry-Up-Broadway.

. . . Advertising Agencies . . .

LEE RINGER ADVERTISING

3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DU 7-8131

AAAA-ABP-ANPA-APA-PPA
NAAN-SCAAA

Production Manager.....George Plagens
Art Director.....Richard Couron
Account Executive.....C. C. Wiekstrom
Copy.....P. T. Lustig
Head Radio-TV Dept.....Lee Ringer

JOHN H. RIORDAN CO.

605 Lucas Ave., Los Angeles 14, Calif.

Phone: MADison 6-2291

Owner.....John H. Riordan
Art Director.....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-ABP

Pres. & Copy Chief.....Philip Ritter III
Radio Account: Bel Paese Sales Co.

RIIT'S ADVERTISING AGENCY

123 E. 6th St., Cincinnati 2, O.

Phone: DUNbar 0532

Owner.....Charles Rittenhouse
Radio and TV Account: The Schoenling
Brewing, Cincinnati 14, Ohio.

DAN RIVKIN AGENCY

1418 Walnut St., Philadelphia 2, Pa.

Phone: PE 5-5766

Owner.....Dan Rivkin
Radio Accounts: John Kohler (Clothing),
Ford Optical Co., Phila.; Royal Shoe Stores,
Philadelphia and suburbs; Spiro's Apparel,
Berg Bros. (Clothing), Richards Clothes,
Schulte Optical Co. (Optical), Philadelphia,
Pa.

ELWOOD J. ROBINSON & CO.

1111 Wilshire Blvd., Los Angeles 17, Calif.

Phone: MUtal 6293

ABP-ANPA-APA-PPA

President.....Elwood J. Robinson
Vice-President.....Melvin A. Jensen
Secretary.....Eola E. Gass
Copy Chief.....Larry Kraft
Production Manager.....T. H. Tomlin
Art Director.....Don Dubois
Media Dir-Time Buyer.....R. C. Neuman

Branch Office

801 Kohl Bldg., San Francisco, Calif.

Radio Accounts: Federal Savings & Loan
Institute (Savings & Loan Assn.), So. Cali-
fornia Packard-Bell Co. (Radio & TV Re-
ceivers), Great Western Savings & Loan

Assn., Los Angeles; Bakersfield Savings &
Loan Assn.; Culver City Auto Dealers Assn.;
Wilshire Federal S. & L., Los Angeles; Loma
Linda Food Products (Ruskets, Oven-
Cooked Wheat, and 25 other food products),
Arlington; Pioneer Savings & Loan, Home
Building & Loan Assn., Cinch Products, Inc.
(Cake Mixes), Los Angeles; Pasadena Build-
ing & Loan Assn., Pasadena; California Fed-
eral (Savings & Loan), Western Federal S.
& L. Assn., Los Angeles.

TV Accounts: Pasadena Building & Loan
Assn., Pasadena; Loma Linda Food Co.,
Arlington; Cinch Products, Inc., Home
Building & Loan Assn., California Federal
S. & L. Assn., Packard-Bell Co., Pioneer
Savings & Loan Assn., Wilshire Federal S.
& L. Assn., Los Angeles, Calif.

ROCHE, WILLIAMS & CLEARY, INC.

135 S. LaSalle St., Chicago 3, Ill.

Phone: RANdolph 6-9760

ABC-ANPA-APA-NOAB-PPA

President.....J. P. Roche
Treasurer.....D. J. Kelly
Vice-Presidents.....J. M. Cleary,
S. Weston, Lloyd Maxwell, J. V. Gilmour,
John Hayes Kelly, H. M. Collier, M. F.
Williamson, W. H. Savin, George Lyman
Radio Director.....Phil Stewart
Time Buyer.....N. J. Cavanaugh
Radio Accounts: Chicago, Milwaukee, St.
Paul & Pacific R. R. (The Milwaukee Road),
Chicago; Hardware Mutual Casualty Co.,
Stevens Point, Wis.; John Puhl Products
(Fleecy White Bleach, Little Boy Blue Blue-
ing), Revere Camera Co. (Revere Cameras
& Projector), National Trailways Bus Sys-
tem, Inc., Stewart & Ashby Coffee Co. (Stew-
arts Coffee), Chicago; The Studebaker Corp.,
South Bend, Ind.

TV Accounts: Stewart & Ashby Coffee Co.,
Chicago; The Studebaker Corp., South Bend,
Ind.

ROCK ADVERTISING AGENCY

1165 Broadway, New York 1, N. Y.

Phone: MURray Hill 9-3850

ABP

Owner-Copy.....Allan Rock
Art Director.....Ken Saco
Space Buyer.....Sally Winston
Radio Manager.....Irwin Winehouse
Account Executive.....George M. Weinstein

ROGERS & SMITH ADV. AGENCY

20 North Wacker Dr., Chicago 6, Ill.

Phone: DEArborn 2-0020

ABP-ANPA-APA-PPA-SNPA-NOAB
Chairman.....Howard N. Smith, Sr.
President.....Walter E. Smith
Exec. Vice-Pres.....Ray H. Reynolds
Vice-President.....Howard N. Smith
Treasurer.....George C. Huppertz

• • • Advertising Agencies • • •

Secretary.....Olive A. Kinloch
 Vice-Pres. & Copy Chief.....Robert L. Headen
 TV Director.....Charles A. Prince
 Account Executives.....W. E. Smith,
 R. H. Reynolds, G. C. Huppertz, J. M.
 Wentzel

Branch Offices

Reserve Loan Life Bldg., Dallas 1, Tex.
 Chairman.....Howard N. Smith, Sr.
 President.....Walter E. Smith
 Asst. Treas., TV Direc.....Charles A. Prince
 Art Dir. (Dallas).....Marvin Krieger
 Vice-Pres. & Radio Dir.....Marie Callahan
 Copy Chief.....M. Stewart
 1004 Baltimore Ave., Kansas City 6, Mo.
 Chairman.....Howard N. Smith, Sr.
 President.....Walter E. Smith
 Vice-Pres., Manager.....J. W. Coy
 TV Director.....Charles A. Prince

ROIZEN ADV. AGENCY, INC.

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

Phone: Cleveland 5975

AAAA-ABP-PPA

Pres., Treas., Space & Time Buyer

Manns Roizen

Vice-President.....Samuel Sapowitch
 Secretary.....Edith Roizen
 Art Dir. & Production Mgr.....C. John Giuther
 Asst. Production Mgr.....Frank Landau
 Personnel Dir. & Librarian, M. Loreen Flynn
 Radio Dir., TV Time & Space Buyer

David I. Levy, Robert F. Frank

Radio Accounts: Music House (Record and Musical Instrument stores), Pfeiffer's Food Products, Inc. (Salad dressings), Sattler's (Department Store), Studebaker Dealers Assn. (Cars and Trucks), Buffalo, N. Y.

TV Accounts: Sattler's, Pfeiffer's Food Products, Studebaker Dealers Assn., Buffalo, N. Y.

RONALDS ADV. AGENCY, LTD.

1110 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
 137 Wellington St. W., Toronto, Can.

Vice-President & Radio Dir.....R. J. Avery
 Asst. to Radio Director.....J. A. Reynolds

Radio Accounts: Dominion Government (Army, Canada Savings Bonds), Ottawa; Canadian Industries Ltd. (Agricultural Chemicals Div., Paint & Varnish Division), Montreal Shoe Stores (Footwear), Canada Packers Ltd. (Meats), Bovril (Canada) Ltd. (Bovril), Canadian Arena Co., Bristol Myers, Tintex, Montreal; L. K. Liggett Co.

Ltd., Rexall Drug Co. Ltd., Niagara Finance Co. Ltd., Trans-Canada Credit Corp., Toronto; Elizabeth Arden of Canada, Ltd., Grissol Bread Specialties Ltd. (Breadsticks); Neechi Sewing Machines (Canada) Ltd., Montreal; Boswell Brewery (Beer), Quebec, Can.

CHARLES EDSON ROSE CO.

100 East Chicago Ave., Chicago Ill, Ill.

Phone: Superior 73486

ANPA-PPA-ABP-AFA

Owner.....Charles E. Rose
 Art Dir.....Norman Helford
 Space & Radio Time Buyers, William Perry,
 M. B. Cooper

Radio Accounts: Auto Accessory Co., Charms & Cain, H. C. Evans & Co., Lombardo Wine Co., Nu-Dell Mfg. Co., Winkeweder & Ladd, Inc.

WILLIAM GANSON ROSE, INC.

Williamson Bldg., Cleveland 14, 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., 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: Luxembourg 2-3550

ABP-ANPA-APA

President.....Irl W. Rose
 Secretary-Treasurer.....John B. Martin
 Vice-President.....Vaughn C. Hannington
 Media Director.....G. M. Rundbaken
 Production Manager.....John A. Boulle
 Art Director.....Andrew K. Nelsen
 Comptroller & Off. Mgr.....H. J. Carmichael
 Account Executive.....Irl W. Rose 2nd,
 Vaughan C. Hannington, John A. Boulle
Radio Accounts: Public National Bank & Trust Co. of New York.

IRVING ROSEN ADVERTISING

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

Phone: Oregon 9-1926

Buyer.....Irving Rosen
 Production Mgr.....E. Wayne

Radio Accounts: Fur Dressers & Fur Dyers Assn., The Wenley Co., New York, N. Y.

ARTHUR ROSENBERG CO., INC.

370 7th Ave., New York 18, N. Y.

Phone: CHickering 4-4120

ABP-ANPA-NOAB-PPA-APA

President.....Wm. H. Saul
 Vice-Pres.....Samuel Rubenstein
 Secretary.....A. A. Rosenberg
 Treasurer.....Harold Chartow

Advertising Agencies

Copy Chief.....Ruth Sloan
 Radio & TV Div.....Benjamin A. Rosenberg
 TV Director.....Robert Kirchbaum
Radio Accounts: Myer 1890 Beverages,
 Miner's Inc.

TV Accounts: Monarch-Saphin (Retail
 Store), New York.

A. JAMES ROUSE CO.

521 N. LaCienega Blvd.,
 Los Angeles 48, Calif.
 Phone: BRadshaw 2-5608
 ABP—APA

Owner—Acet. Exec.....A. James Rouse
 Art Director.....John Fish
 Radio-TV Time Buyer.....Richard Freed
 Space Buyer.....Dorothy Bogert
 Bookkeeper.....Eleanor Dorfman
Radio Accounts: B.F.P. Enterprises
 (Toys); House of Fabrics (Fabrics), Los
 Angeles, Cal.

RUDER & FINN

152 E. 62nd St., New York, N. Y.
 Phone: TEmpleton 8-8650

Partners.....David Finn, William Ruder
 Copy Chief.....Jeanne M. Cornell
CHARLES L. RUMRILL & CO., INC.

339 East Ave., Rochester 4, N. Y.
 Phone: BAKER 4340
 AAAA—ABP—PPA—ANPA

President.....C. L. Rumrill
 Vice-Presidents...G. M. Prince, H. R. Hanson
 Secy-Treasurer.....G. G. Wallington
 Prod. Mgr.....H. H. Thompson, Jr.
Radio Accounts: Gold Tone Studios, The
 Pleasant Valley Wine Co., Brighton Place
 Dairy.

LOWE RUNKLE CO.

1365 First Natl. Bldg., Okla. City 2, Okla.
 AAA—ABP—APA—PPA—SNPA

President.....Lowe Runkle
 Vice-Pres.....Roger Pishny
 Secretary-Treas.....Irene Gammel
 Production Mgr.....Lois Rea
 Acct. Execs.: Harold Kranz, Lowe Runkle,
 Roger Pishny, Howard Neumann.

Dir. of Radio.....George L. Linn
 Dir. of TV.....Howard Nenmann

Radio Accounts — Arkansas City Flour
 Mills (Flour), Arkansas City, Kans.; Cain's
 Coffee Co. (Coffee, Tea, Spices), Dryer,
 Clark & Dryer Oil (Motoroil, Gasoline),
 Dulaney's (Appliance Distributors), The
 Evans Co. (Furniture), Oklahoma City,
 Okla.; Johnson Dairy Co. (Milk, Butter, Ice
 Cream), Norman, Okla.; Kerr's, Inc. (Dept.
 Store), Liberty Natl. Bank (Banking Needs),
 Merit Mills, Inc. (Feeds), Okla. Operating
 Co. (Laundries), Oklahoma City, Okla.;
 Ridd Laboratories (Medicated Powders),
 Seattle, Wash.; Simpson Auto Co. (Fords &
 Service), Southwest Machinery Co. (Cater-
 pillar Tractors), Oklahoma City, Oklahoma
 City, Okla.

TV Accounts—Bell Clothing (Men's Cloth-
 ing), Oklahoma City, Okla.; Dulaney's (Ap-
 pliance Distributors), Oklahoma City &
 Tulsa, Okla.; Johnson Dairy Co. (Milk
 Products), Norman, Okla.; Kerr's, Inc.
 (Dept. Store, Shoes, Appliance), Kimber-
 lings, Inc. (Grocery & Market), Okla. Oper-
 ating Co. (Laundries), Plaza Court Music
 Co. (TV Sets & Pianos), Oklahoma City;
 Ridd Laboratories (Medicated Powders),
 Seattle, Wash.; Southwestern Bell Telephone
 (Public Relations), Hyde Drug Co. (Drugs,
 etc.), Oklahoma City.

RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.
 Phone: MURray Hill 6-6400
 AAAA—ABC—ABP—ANPA—APA
 NOAB—PPA

Chairman of the Board...Frederick B. Ryan
 President.....Frederick B. Ryan, Jr.
 Exec. V-P & Treas.....Cal J. McCarthy
 V-P & Ch. Advisory Com.....S. Schwinn
 V-P & Asst. Treas.....J. B. Ball
 V-P, Dir. of Radio & Tel...Willson M. Tuttle
 V-P, Network Rel. & Program &

Talent Dev.....Thomas G. Slater
 Mgr. of Television Dept.....Grant Y. Flynn
 Prod. Mgr.....John G. Cole
 Script Editor.....Sidney Slon
 Network Time Buyer...Bernard Rasmussen
 Dir. of Publicity.....Bernard Zwirn
 Exec. Prod. of Telev. Films...Marshall Grait
 Producer...Winston O'Keefe, David Nyren
 Senior Director.....Robert S. Steel
 Producer-Director.....Stanley B. Wood
 Canadian Coordinator & Asst.

Television Director.....Louis de Milhau
 Casting Director.....Katherine McMahon
 Director.....Tony Wilson
 Television Art Director.....Pud Lane
 Asst. Prod. of Telev. Films

Norman Matthews
 Asst. Supervisor.....Roly Howe
 Dir. of Radio & Television Continuity

Bill Russell
 Dir. of Radio & TV Cont...Frank Dennis
 Branch Offices

360 North Michigan Ave., Chicago 1, Ill.
 Phone: FINancial 1833

Western Manager.....Paul E. Watson
 Chicago Manager.....William P. Littell
 Sr. Vice-President.....P. E. Watson
 Sr. Vice-President.....W. P. Littell
 Director.....R. W. Metzger
 Charge of Production.....N. E. Heyne
 Time Buyer and Bus. Mgr....Holly Shively
 Asst. Time Buyer.....Victor Lund
 Commercial Director.....Irene Small
 Producer (TV).....Lee Randon
 Producer (AM).....Warren Johnson
 Producer (TV-AM).....Frank Blotter
 Producer (TV).....James Taylor
 Producer (AM-TV).....Walter Daspit

Advertising Agencies

Branch Offices

7430 Second Blvd., Detroit 2, Mich.
Vice-President Todd Reed
 7 West Hamilton St., Baltimore, Md.
Manager T. H. Reese, Jr.
 Carew Tower, Cincinnati 2, Ohio
Vice-Pres. & Manager ... John L. Magro
 P. O. Box 5086, Dallas, Texas
Manager Roger Bacon
 812 Olive Street, St. Louis 1, Mo.
Senior Vice-Pres. Oscar A. Zahner
 712 Main Street, Houston 2, Texas
Vice-Pres. & Mgr. W. Van A. Combs
 1218 Third Ave., Seattle 1, Wash.
V.P. & Manager F. G. Mullins
 235 Montgomery St., San Francisco 4, Cal.
V.P. & Manager H. V. Nelson
 1680 No. Vine St., Hollywood 28, Cal.
V.P. & Manager J. O. Weiser
 2 Toronto St., Toronto, Ontario
Manager Gordon Ralston
Radio and TV Accounts: Adler Co., Allied Florists of Chicago, American Airlines, American Kitchens, American Safety Razor Corp., American Television Dealers and Mfrs., Baldwin Piano Co., Beltone Co., Burgess Batteries, Chrysler Corporation, Dodge Div., Consolidated Royal Chemists, Delaware, Lackawanna & Western Coal Co., Demert and Dougherty, Dodge Dealers Association of Boston, Chicago, Cincinnati, Cleveland, Columbus, Greater Detroit, Metropolitan New York, Los Angeles, Pittsburgh, St. Louis, Seattle, Toledo, Dr. Pepper Co., Edwards Coffee Co., Electric Auto-Lite Co. of Canada, Frankemuth Brewing Co., Galveston-Houston Breweries, Garrett and Co., General Shoe Co., Goodall Co., Greisedieck Brothers Brewery, Gunther Brewing Co., Guthrie Biscuit Co., Hancock Oil Co., Hollywood Candy Co., Ken-L-Products, Div. of Quaker Oats Co., Krey Packing Co., Lever Brothers Co., Lever Brothers Ltd., Lewis-Howe Company, Thomas J. Lipton, Thomas J. Lipton, Ltd., Lucky Lager Brewing Co., Motorola, Inc., Arthur Murray School of Dancing, Pepsodent Company of Canada, Ltd., Pharma-Craft Co., Reddi-Wip Co., Red Top Brewing Co., Ritter Furniture Co., Morris B. Sachs, Safeway Stores, Sears Roebuck, Shakespeare Co., A. E. Staley Mfg. Co., Sterling Brewers, Tower Grove Bank and Trust Company, United Wallpaper Co., Vim Stores, Western Reddi-Wip Company, William Wrigley, Jr. Co.

LEWIS EDWIN RYAN

726 Jackson Place, N. E., Washington 6, D. C.
 Phone: Re. 7606-7-8
 AAAA—ABP—ANPA—PPA—SNPA—APA
Owner Lewis Edwin Ryan
Treasurer Preston B. Coiner
Art. Dir. William N. Clifford
Prod. Mgr. David F. DeYoung
Copy Chief Harry A. Lyles

Space Byr. & Radio Time Byr..

Laura D. Baker
 William J. Green
 J. Robert Corry,
 Robert Ames, John F. Hardie, Gordon
 Manchester, Wm. R. Doores

BEN SACKHEIM, INC.

The Plaza, 2 West 59th St., New York 19, N. Y.
 Phone: PLaza 9-5141
 ABP—ANPA—APA—NOAB—PPA

President Ben Sackheim
Exec. Vice-Pres. Lloyd C. Whitebrook
Vice-President Herbert L. Steiner
Secretary M. A. Parmenter
Treasurer Leonard H. Spring
Copy Chief Anne Green
Art Director Arthur Singer
Production Manager Hugh A. Gigante
Fashion Promotion Director .. Ruth Hammer
Radio-TV Dept.
Research Director Sylvia Sackheim
Assoc. Res. Dir. Robert E. Williams
Radio & TV Time Buyer .. Leonard H. Spring
Account Executives Jerome G. Hahn
 Ezra Millstein, George B. Pampel, Glenda Sullivan, Lloyd G. Whitebrook, Herbert L. Steiner

Radio Accounts: The Autoyre Company (Kitchen and Bathroom Accessories), Oakville, Conn.; Amalgamated Clothing Workers of America, New York State Democratic Committee (Public Information), Peter Pan Foundations, Inc. ("Merry-Go-Round" Brassieres), Miss Swank, Inc. (Slips and Pajamas), New York, N. Y.

TV Accounts: Davega Stores Corp. (Retail Sporting Goods and Appliance Chain), New York State Democratic Committee (Public Information), New York, N. Y.

ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
 Phone: PLaza 5-1180

ABP—ANPA—PPA—ABC

President Maubert St. Georges
Exec. V.P., Radio Dir. .. Stanley J. Keyes, Jr.
Treasurer John H. Vesely
Vice-Pres.-Art Director .. Alfred A. Anthony
Production Manager William Korcak
Media Dir. James J. Freeman
Publicity Director John C. Gourlie

Branch Offices

2112 N. Charles St., Baltimore 18, Md.
Manager Arthur Booth
 Phone: Saratoga 3900

Radio Accounts: Benj. Moore & Co. (Paints), N. Y.; Bisciglia Bros., Wines, Fresno, Calif.; Davison Chemical Corp., Baltimore, Md.; Lawrence Laboratories (Sulfam Shampoo), Brooklyn, N. Y.

TV Accounts: Revere Copper and Brass (Revere Ware), Lawrence Laboratories, Bisciglia Bros. Wine Corp., Berk's-Lehigh Co-operative Fruit Growers, Inc.

Advertising Agencies

SALESVERTISING ASSOCIATES, INC.

1202 Dickens Ave., Chicago 4, Ill.
Phone: Graceland 7-2350

PresidentDouglass Doolittle
Secy.....G. S. Doolittle

RICHARD SALINGER, ADV.

99 Chauncey St., Boston 11, Mass.
Phone: Li. 2-5332

Pres., Copy Chief, Rep. & Radio
Time Buyer.....Richard Salinger
Art, Media, TV & Publ. Div....Irving I. Sacks
Prod. Mgr., Research Dir....Jos. W. Bourke
Radio Accounts: Kussell Furs, Lehrburger & Asher (Furs), Stasey-Moore (Furs), Touraine Stores (Women's Specialty), Kay Jewelry, Co., Boston, Mass.

TV Accounts: Lehrburger & Asber (Furs), Boston, Mass.

SALOW & ASSOCIATES

82 Lexington Ave., Passaic, N. J.
Phone: GREGory 3-1414
ABP—ANPA

Acct. Execs: H. H. Salow, Frank Lindsay, Paul Josephson.

Art DirectorDonald Canter
Copy Chief.....Margaret Tepper
Production Dir.....William Hiapchak
TV & Radio....Paul Josephson, H. H. Salow
TV Accounts: Tel-O. Tube Corp. of America (Cathode Ray Tubes), E. Paterson, N. J.; Charles Berman (Floor Coverings), Paterson, N. J., Arrow Elec. Corp. (TV & Major Appliances), Passaic, N. J.

WALKER SAUSSY ADVERTISING

318 Carondelet St., New Orleans 12, La.
Phone: Magnolia 3218
ABP—ANPA—NOAB—PPA—SNPA

OwnerWalker Saussy
General Manager.....W. S. Pleasants
Account Executives.....Moise Bloch
Charles Bloom, II, John Arthur, P. J. Stakelum, Jr.

Art Director.....J. J. Wolf, Jr.
Copy Chief & Acct. Exec.

Dorothea Schlesinger
Office Manager.....Alvin Camus
Radio-TV Dept.

Production Mgr....Edmond B. Martin, Jr.
Radio Accounts: American Brewing Co. (Regal Beer), New Orleans, La. & Miami, Fla.; Elmer Candy Co. (Elmer Candies), Holsum Bakeries, Inc. (Holsum Bread), Petrolane Gas Co. (Butane & Propane Gas), Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea), Stephens Buick Co. (Parking & Service), Wembley, Inc. (Men's Neckties), New Orleans, La.

TV Accounts: American Brewing Co. (Regal Beer), New Orleans, La. & Miami, Fla.; Elmer Candy (Elmer Candies), Holsum Bakeries, Inc. (Holsum Bread), Wm.

B. Reily Co., Inc. (Luzianne Coffee & Tea), Stephen Buick Co. (Parking & Service), New Orleans, La.

FRANK B. SAWDON, INC.

480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 5-2516

President.....Frank B. Sawdon
V-P, Radio-TV Dir.....Jerry Bess
Treasurer.....Frank B. Sawdon
Secretary.....Victor Sawdon
Acct. Execs....Frank B. Sawdon, Jerry Bess

Branch Office

75 E. Wacker Drive, Chicago, Ill.
Phone: Dearborn 2-0826

Office ManagerMarty Hogan
Radio Accounts—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.; Abelson's, Inc. (Jewelers), Newark, N. J.; Small's, Inc. (Jewelers), Rochester, N. Y.; Bond Television (Manufacturers of TV Sets), Oklahoma Oil Products (Gas & Oil Products), Chicago, Ill.

TV Accounts—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.; Abelson's, Inc. (Jewelers), Newark, N. J.

SHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.
Phone: Market 2-0480

ABC—ABP—NOAB—ANPA—APA—PPA
President.....Julius Scheck
V. P. & Treas.....Morris Scheck
V. P.E. Grant Scheck
Art Dir.Ernest D. Barnham
Prod. Mgr.....Henry R. Scheck
Copy ChiefCarlton S. Smith
Space Buyer.....Frank M. Craumer
Radio & TV Dir.....E. Grant Scheck
Account Executives...William H. Andrews, E. Grant Scheck, Morris Scheck, Julius Scheck.

Radio Accounts: Charms Co. (Charms Candy), Asbury Park, N. J.; Fischer Baking Co. (Baked Goods), Newark, N. J.; Phila. Dairy Products Co. (Ice Cream), Philadelphia, Pa.; Reddi-Wip Corp. of N. J. (Reddi-Wip Topping), Harrison, N. J.

TV Accounts: Fischer Baking Co. (Baked Goods), Hanovia Chem. & Mfg. Co. (Health Lamps), Newark, N. J.; Michaels Bros. Dept. Store, New York; Charms Candy, Asbury Park, N. J.; American-Limoges (Dinner Ware); Marlon Confections, New York; Holiday Motors, Newark, N. J.

SCHENKER COMPANY

2301 Wabansia Ave., W., Chicago 47, Ill.
Phone: ARmitage 6-1600

Pres., Media Dir., Space Buyer
Sydney R. Raike
Vice-Pres.....J. E. Schenker
Art Dir.....M. Rickabaugh
Radio Time Buyer & Prod. Mgr.
Space BuyerC. D. Domin

• • • **Advertising Agencies** • • •

Account Executives S. R. Raike,
J. E. Schenker, C. D. Domin

SCHOLTS ADVERTISING SERVICE

1201 W. 4th St., Los Angeles 13, Calif.
Phone: Michigan 2396

President Wm. G. Scholts
Radio Director T. D. Scholts
Art Director L. G. Mynro

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
Phone: GAspee 1-1813-15

ABP ANPA-APA-NOAB-PPA-AAAN
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: Colonial Laundries (Laundry-Cleaning-Storage), Gladding's, Inc. (Dry Goods), Old Colony Co-operative Bank (Savings & Loan), Providence; Tilden-Thurber, Inc. (Jewelers & Silversmiths), Providence, R. I.; United Electric Railways (Public Transit), Providence, R. I.; Washington Trust Co. (Commercial Bank), Westerly, R. I.

SCHWIMMER & SCOTT, INC.

75 E. Wacker Drive, Chicago 1, Ill.
Phone: DEarborn 2-1815

AAAA ABP ANAPA 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. Exers. E. Guy,
C. H. Lillienfeld, Fred Vosse, Gene Colin,
Robert Knapp, Holman Faust
Radio Dir. Earl Bronson
Radio Accounts: Chicago Stadium, Congress Cigar Co., Puritan Co. of America, Salerno-Megowen Biscuit Co., Shutter Candy Co., Walgreen Co., Hawthorne-Melody Farms Dairy, Dutch Mill Candy Co., National Tea Co. (Chicago, Ill.; Milwaukee, Wis.; Indianapolis, Ind.; Minneapolis, Minn.), Spiegel's, Inc., Chicago, Ill.; Helzberg's (Jeweler's), Kansas City, Mo.; Coronet Magazine, Lehon Co. (Mulehide Roofing), London House Rest. F. & E. Laboratories (Cough Lozenges), Continental Soap Co. (Bubbulated Fazi), American Frigid Dough Co. (Frozen Foods), Cain's English Muffins, Goodman Bros. (Yarns), Nu-Enamel Corp. (Chicago), Nicolay-Daney, Inc. (Nu-Era Potato Chips), Sanford Ink Co. (Inks & Adhesives), Bellwood, Ill.; Citrus Products Co. (Kist-Bottled Orange Juice), Glaser-Grandall Co. (Everbest Preserves), Erie Clothing Co. (Men's Clothing), Chicago, Ill.

SCOTT'S AGENCY, INC.

11 Penherton Sq., Boston 8, Mass.
Phone: CApiitol 7-2425

Pres., Treas., Space Buyer, Radio
Dir. & Buyer Radio Time

George L. Stingel
Secretary Edith M. Ripley

J. B. SEBRELL ADV. AGENCY

500 S. Los Angeles St., Los Angeles 13, Calif.
Phone: Madison 9397
ABP APA

Owner & Director J. B. Sebrell
Media P. W. Thomas
Acct. Executives Harry Page, K. T. Pyle,
Ann McKechnie, Dean Henry
Radio Director J. B. Sebrell
Television & Time Buyer P. W. Thomas
Radio Accounts: D. P. Bushnell Importers (Binoculars), Pasadena; Eject Donut Sales (Donut Makers), Children's Mart (Toys), Budco (Hardware), Los Angeles, Calif.
TV Accounts: Same as above.

RUSSEL M. SEEDS CO., INC.

919 No. Michigan Ave., Chicago 11, Ill.
Phone: DELaware 7-1045
ANPA APA PPA

President Freeman Keyes
Exec. Vice President George Bayard
Vice-Presidents A. D. Keyes,
Paul Richey, Harry M. Maus, H. B. Goldsmith, Jr., Hub Jackson, Fred W. Swanson,
John H. Miller
Treasurer Jack Harding
Secretary E. V. Owen
Director of Res. James Witherell
Art Director Jerry Bryant
Time Buyer Merle Myers
Space Buyer A. H. Bergsten
Media Dir. Hub Jackson
Media Res. Katherine Messick
Radio-TV Director Jack Simpson

Branch Offices

Lemcke Bldg., Indianapolis 1, Ind.
Phone: Market 1395

N.P. in Chg. Paul Richey
1169 N. Vine St., Hollywood 28, Calif.
Phone: Hudson 2-1206

Manager Lionel C. Place
Radio Accounts: American Medical Assn., Brown & Williamson Tobacco Corp. (Raleigh Cigarettes, Wings Cigarettes, Tube Rose Snuff, Bugler Tobacco, Avalon Cigarettes), Louisville, Ky.; H. Fendrich Inc. (La Fendrich & Chas. Denby Cigar), Evansville, Ind.; Fitzpatrick Bros. (Kitchen Klezzer, 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.; C. H. Waltherich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.

. . . Advertising Agencies . . .

TV Accounts: Princeton Farms (Popcorn), Princeton, Ind.; W. A. Sheaffer Pen Co. ("Touchdown Pens"), Fort Madison, Iowa.

ROSCOE W. SEGAR ADV.

2125 N. E. 48th Ave., Portland 13, Ore.
Phone: TRinity 3445

Owner, Space Byr. Radio Div. . . . R. W. Segar
Sec.-Treas., Acct. Exec. D. D. Segar
Radio Accounts: Spot: Geo. B. Wallace Co., Niklas & Son.

FREDERICK SEID ADV.

127 Montgomery St., San Francisco 4, Calif.
Phone: GARfield 1-0360
ABP—ANPA

Owner-Acct. Exec. Frederick Seid

SEWELL, THOMPSON & CAIRE

852 Carondelet St., New Orleans, La.
Phone: Tu 2251
SNPA—ABP—AAAA

President Granville Sewell
Vice-Pres. R. V. Caire, Kenneth Thompson
Production Mgr. Ken Franz
Account Executives. Lamie Chateleine
TV Accounts: Dixie Beer.

SHAFFER, 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. & Space Byrs. . . . S. B. Margulis,
S. I. Rosenfeld, R. W. Bickelhaupt, Sid-
ney Nehmen.

ED SHAPIRO ADVERTISING

703 Fox Bldg., 1612 Market St.,
Philadelphia 3, Pa.
Phone: LO 4-2877
ANPA—ABP

President Edward Shapiro
Vice-Presidents. H. H. Shapiro,
Leonard Goldsmith
Account Executives. George Mallis,
Edward Shapiro, H. H. Shapiro, L. Gold-
smith, L. N. Cohann

Secretary Martin Sacks
Media Dir. R. Goddes

JOHN W. SHAW ADVERTISING, INC.

222 N. LaSalle St., Chicago 1, Ill.
Phone: DEarborn 2-5082
ANPA—APA—PPA—NOAB

President & Treas. John W. Shaw
Secretary Augusta Young
Copy Chief. Frank Walsh
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. (Family Flour), Chicago, Ill.

J. WILLIAM SHEETS

Central Bldg., Seattle 4, Wash.
Phone: Main 2442
ANPA—PPA—APA—NOAB

Owner. J. Wm. Sheets
Radio Accounts: Skinner & Eddy Corp.

K. E. SHEPARD ADV. AGENCY

75 East Wacker Dr., Chicago 1, Ill.
Phone: ANdover 3-5966
ABP—APA

President. Kenneth E. Shepard
Vice-President. B. F. Homan
Art Dir. Richard L. Felden
Secy.-Treas. Frank E. McBride
Prod. Mgr. B. Shepard
Radio Accounts: Wilson & Co., National
Assn. of Homebuilders.

SHERMAN & MARQUETTE

919 North Michigan Ave., Chicago 11, Ill.
Phone: Delaware 7-8000
AAAA—ABC—ANAPA—APA
NOAB—PPA—ABP

Partners. Stuart Sherman,
Arthur Marquette
Radio & TV Director. Louis T. Tilden
Branch Office
10 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-6400

Radio & TV Div. Stuart Ludlum
Radio Accounts: The Quaker Oats Co.,
(Quaker Puffed Wheat & Puffed Rice, Pack-
O-Ten, Pettijohns Ful-O-Pep Feds, Quaker
Oats and Mother's Oats, Mother's Premium
Oats), Chicago, Ill.; Oscar Mayer & Co. (Do-
mestic Meats & Canned Meats), Madison,
Wis.; Colgate-Palmolive-Peet Co. (Ajax
Cleanser, Cashmere Bouquet Face Powder,
Colgate Shave Creams, Colgate Talcum
Powder, Colgate Tooth Powder, Cashmere
Bouquet Soap, Halo Shampoo), Jersey City,
N. J.

TV Accounts: The Quaker Oats Co.
(Quaker Ots & Mother's Oats), Chicago, Ill.;
Colgate-Palmolive-Peet Co. (Ajax), Jersey
City, N. J.

THE SHERWOOD CO.

147 West 42d St., N. Y. C.
Phone: LO 3-0326

Partner Leo Greenland
Partner Oscar S. Lerman
Art Direc. Irvin Solomon
Account Execs. Max Lerman, Phil Green

SHOWALTER LYNCH ADVERTISING AGENCY

Oregonian Bldg., Portland 1, Oregon
Phone: BRoadway 0525

Owner Showalter Lynch
Production Manager. Fritz Timmen
Art Director. Mo Martindale

Advertising Agencies

Copy Chief.....Dick Laird
 Media Buyer.....(Mrs.) Cathy Cove
Radio Accounts: Haley Canning Co.
 (Canned Meat Products), Hillsboro, Ore.;
 Lipman Wolfe & Co. (Department Stores),
 Spellman's Shoes, Inc. (Adults & Children's
 Shoes), Jantzen Beach Park (Amusement
 Park), Portland, Ore.; Multnomah County
 Fair, Gresham, Ore.; Oregon State Fair,
 Salem, Ore.

SIMMONDS & SIMMONDS, INC.

201 No. Wells St., Chicago 6, Ill.
 Phone: ANdover 3-6645

ABP—ANPA—APA—PPA—NOAB

President.....Phil W. Tobias, Sr.
 Exec. Vice-Pres.....F. M. Simmonds, Jr.
 Vice-Presidents.....Albert M. Wolf,
 James A. Grieg, Phil W. Tobias, Jr., L.
 Dale Wilson.
 Art Dir.....Edward Zubbrick
 Prod. Mgr.....Sheldon Wasserman
 Space Buyer.....George Xenos
 Radio.....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.,
 James H. Gray Milling Co.

SIMON & GWYNN

Commerce Title Bldg., Memphis 3, Tenn.
 Phone: 5-2404

SNPA—ANPA—APA—NOAB
 ABP—FAAG

Partners.....Milton Simon, H. N. Gwynn
 Copy Chief.....W. B. Campbell
Radio Accounts: American Snuff Co.,
 Donald Furniture Co., The Humko Co., Ro-
 bilio & Cuneo (Ronce Foods).

SIMONS-MICHELSON CO.

1126 Lafayette Bldg., Detroit 26, Mich.
 Phone: Woodward 3-3000

AAAA—ANPA—APA—PPA

President-Treas.....Leonard N. Simons
 VP & Sec.....Lawrence J. M. Michelson
 Prod. Mgr.....Arthur H. Copland
 Space Buyer.....C. Allison Belcher
 Art Director.....Al SieJaff
 Radio & TV Director, Time Buyer

Helen Anderson

Radio Accounts: Campus Record Shop
 (Music), Cunningham's Drug Stores (Drug,
 etc.), House of Chairs (Furniture), Koep-
 plinger Bakery (Baked Goods), Krun-Chee
 Potato Chips (Potato Chips, Pretzels), Ma-

rine Foods, Inc. (Pepe Herring), Detroit,
 Michigan; Marshall Drug Company (Drugs),
 Cleveland, Ohio; Benjamin Rich (Real Es-
 tate), Sealy Mattress Co. (Mattresses), Tay-
 lor's Inc (Dodge-Plymouth), Detroit, Mich-
 igan; Velvet Peanut Products (Peanut But-
 ter), Worth Clothes (Clothing), Colonial
 Dept. Store (Clothing, etc.), Frazer Paint
 Co. (Paint), The Schmidt Brewing Co.
 (Schmidt's Beer), Detroit, Mich., Mansfield,
 Ohio; Scotland Woolen Co. (Yard Goods),
 Detroit Free Press (Newspaper), Detroit,
 Mass.

TV Accounts: Cheerio Toys (Yo Yos),
 Buffalo, N. Y.; Cunningham's Drug Stores
 (Drugs, etc.), Dossin's Food Products (Pep-
 si Cola), Gerson's Jewelers (Jewelry), Koep-
 plinger Bakery (Baked Goods), Krun-Chee
 (Potato Chips), People's Outfitting Co.
 (Dept. Store), Sealy Mattress Co. (Mattress
 Mfg.), Serlin's Jewelers (Jewelry), Detroit,
 Michigan; Taylor's Inc. (Automotive), Vel-
 vet Peanut Products (Peanut Butter, Worth
 Clothes, Inc. (Clothing), Detroit, Mich.

R. C. SMITH & SON, LTD.

80 King St., W., Toronto, Ont.
 Phone: EL 9396

CAAA—CDNA—ABC

President.....Adam F. Smith
 Secretary.....M. A. Stoakley
 Treasurer.....M. M. Marugg
 Space Buyer.....M. E. Craven
 Managing Director.....G. A. Phare
 Account Execs.....E. C. Bradley, S. K. Arnott

W. J. SMITH CO.

Martin Brown Bldg., Louisville 2, Ky.
 Phone: Jackson 2163

APA—SNPA—ANPA

Pres. & Treas.....W. J. Smith
 Vice-Pres. & Secy.....G. B. Smith
 Art Dir.....F. J. Thomas
 Prod. Mgr.....L. M. Fallon
 Media Dir. & Copy Chief.....H. D. Peltier
 Radio Dir.....I. M. Diebold
 Space Buyer.....H. D. Peltier
 Account Executives.....Julian L. James,
 P. M. Shaughnessy, H. D. Peltier, W. J.
 Smith.

Radio Accounts: Peerless Mfg. Co., Strat-
 ton & Terstegge Co.

SMITH & BULL ADV. AGENCY

6642 Sunset Blvd., Hollywood 28, Calif.
 Phone: HEmpstead 5671

ABP—ANPA—NOAB—CNPA

Partner.....V. R. Dick Smith
 Partner.....Frank Bull
 Dir. of Publicity.....Henry R. Konysky
 Acc. Exec.....Mel Roach
 Acc. Exec.....Elliott Wolf
 Time Buyer.....Georgina Small
 Asst. Time Buyer.....Marion Vilmure
 Space Buyer.....Virginia Gotthardt

Advertising Agencies

Branch Office

333 N. Michigan Ave., Chicago, Ill.

Manager Georgina Small
Radio Accounts: Seaboard Finance Co. (Finance), Triangle Publication (Western Division) (Racing), Marshall & Clampett (Autos), Los Angeles, Calif.; C and B Company-Western Town (Toy), Chicago, Ill. & Los Angeles, Calif.; J. E. Coberly (Autos), Milton J. Wershow Co. (Auctions), Western Harness Racing Association (Racing), Los Angeles, Calif.

TV Accounts: Western Harness Racing Association (Racing), Seaboard Finance Co. (Finance), Marshall & Clampett (Autos), Los Angeles, Calif.; C and B Company-Western Town (Toy), Chicago, Ill. & Los Angeles.

SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Pa.

Phone: ATlantic 1-9312

ABP—ANPA—APA—FAAG—PPA

President..... Ronald P. Taylor
 Chairman of the Board. Robert M. Jenkins
 Radio & TV Dir.... Thomas J. MacWilliams
 Script & Production..... Les Sterne
 Art Director..... Phil Demme
 Copy & Prod. Asst..... Morris Tandy
 Films Cook Thompson
 Musical Director..... Al Marsico
 Account Executives..... Vaughn R. King,
 Jules Petreus, Robert, Quaid, W. C. Sutherland, Ed Hudson, Floyd H. Nickeson

SON DE REGGER ADV. AGENCY

1020 Locust St., Des Moines, Ia.

Phone: 3-3185

A NPA—APA—ABP—FAAG

President, Space Buyer, Radio Time & Acct. Exec..... Les Son De Regger
 Vice-Pres..... O. D. McKasson, Jr.
 Secretary G. Hupp
 Treasurer..... N. H. Son De Regger
 Art Dir..... D. D. Neal
 Prod. Mgr..... Joseph Daniels
 Act. Execs..... Fred Carl, Gus Strauss,
 Les Son De Regger, O. D. McKasson
Radio Accounts: National Soap & Refining Co., Grocers Wholesale Co.

SORENSEN & CO.

864 No. Michigan Ave., Chicago, Ill.

Phone: Delaware 7-5030

ABP—ANPA—PPA—NOAB

President..... Roy A. Sorensen
 Art Dir..... W. D. MacCourt
 Space Buyer..... D. Samer
Radio Accounts: Bowey's, Inc., J. P. Harding Restaurants.

C. JERRY SPAULDING, INC.

201 Commercial St. Worcester 8, Mass.

Phone: 3-4789

Pres., Treas. & Radio Time Buyer
 C. Jerry Spaulding
 Secretary..... H. H. Hartwell

Art Director..... Harvey Ball
 Prod. Mgr..... Robert F. Hayward
 Acct. Exec..... Seth Martin
Radio Accounts: Coronado Hotel, People's Savings Bank, Mechanics Savings Bank, Worcester Brewing, W. H. Bacheller, Inc., Worcester, Mass.

SPITZ & WEBB ADV.

206 E. Genesee St., Syracuse 2, N. Y.

Phone: 2-7228

ABP—ANPA—APA

Partners, Acct. Executives.... William Spitz,
 Stephen M. Webb
 Production Manager..... Eleanor Bellinger
 Space Buyer..... Theresa Connelly
Radio Accounts: Grange Silo Co., Inc. (Grange Silos), Red Creek; Greenway's, Inc. (Panda Beer), Renee Packing Co., Inc. (Meat Products), Syracuse Glass Co. (Store Fronts, Mirrors, etc.), Syracuse, N. Y.

SPITZER & MILLS LIMITED

50 King St., W., Toronto 1, Ont., Canada

Phone: PLaza 2811

President..... G. F. Mills
 Exec. Vice-Pres..... J. W. Spitzer
 General Manager..... W. H. Reid
 Radio Director (Montreal).... P. E. Corbeil
Branch Offices

Dominion Sq. Bldg., Montreal, Que.

Phone: HARbour 9147

Vice-Pres..... V. L. Hanna
 701 Royal Bank Bldg., Vancouver, B. C.
 Acct. Execs..... J. H. Randle, H. M. Power
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., Toronto, Ont.; Fruitatives Products Ltd. (Fruitatives), Hull, Que.; General Bakeries Ltd., Montreal and Toronto; Langley's Ltd. (Dry cleaning), Toronto, Ont.; Monarch Overall Mfg. Co. Ltd. (Work clothes, Baby-als, 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.

BARTON A. STEBBINS ADVTG.

1250 Wilshire Blvd., Los Angeles 17, Calif.

Phone: Trinity 8821

Owner..... Barton A. Stebbins
 Act. Execs..... Walter Jensen,
 A. W. Gudelman, Nat Jeffras
 Time Bnyer..... A. W. Gudelman
 Program Director..... E. C. Bloodworth
Radio Accounts: Signal Oil Co., Golden Creme Farms (Dairy Products), Los Angeles, Calif.

TV Accounts: Fortner & Perrin (Topper Pants-Skirt Hanger), Mrs. Lees' Pies (Simple Simon Frozen Pies), B. Slim Laboratories

Advertising Agencies

(B. Slim), Ready to Bake Foods (Puffin Biscuits), Los Angeles, Calif.

STERLING ADV. AGENCY, INC.

70 West 40th St., New York 18, N. Y.
Phone: LOngacre 5-4611

PPA

Chairman of Board.....S. M. Broun
President.....Joseph S. Edelman
Vice-President.....Ray Hanna
Secretary, Space Buyer.....William Forray
Treasurer.....Herbert Goldsmith
Radio-TV Director.....Myron L. Broun

FRED D. STEVENS CO.

14 Devereux St., Utica 2, N. Y.
Phone: 4-9339

N.A.A.

Partners.....Fred D. Stevens,
Gerald S. Stevens

Radio Accounts: Wicks & Greenman, Cornhill Bldg. & Loan Assn.

STOCKTON, WEST, BURKHART, INC.

First National Bank, Cincinnati 2, O.
Phone: Dunbar 5600, 01, 02

AAAA -ABP- ANPA-NOAB-APA-PPA
Chairman of Board.....Eric W. Stockton
Pres. & Treas.....William Z. Burkhardt
V.-P., Sec., & Copy Dir.....Ranald S. West
V.-P. & Art Dir.....C. Thomas Martin
Research Dir.....R. A. McDowell
Radio & TV Dir., Time Byr.....Richard Dunn

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 Accounts: Ohio Oil Co. (Gasoline & Oil), Findlay, O.

STORM & KLEIN, INC.

50 E. 42nd St., New York 17, N. Y.
Phone: MIrray Hill 7-4460

ANPA-PPA

Chairman Exec. Com.....Charles M. Storm
President, Secretary.....Allston E. Storm
Executive Vice-Pres., Treas.....Edward Klein
V.-Pres. & Research Dir.....Harry Chapperton
Time Buyer.....Arthur J. Klein
Art Director.....Frederick Widlicka

Radio Accounts: The Tintex Company, New York City (Tints and dDyes); Park & Tilford, New York City (Perfumes and Cosmetics).

C. R. STOUT ADVERTISING

1316 Penobscot Bldg., Detroit 26, Mich.
Phone: WOODward 2-7074

Owner.....C. R. Stout
Office Manager.....Gene Macauley
Art Director.....John O. Meyers

STRAUCHEN & McKIM

6 E. Fourth St., Cincinnati 2, O.
AAAA-ABC- APA-BMB-NOAB

Account Executives.....E. R. Strauchen,
Gordon F. McKim

Radio & TV Director.....Howard M. Paul
Radio, TV Time Buyer.....Betty Jo Hogan

Radio Accounts: Geo. Wiedemann Brewing Co. (Beer), Ohio, Indiana, Ky., West Va.; The Crosset 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 Crosset Co. (Packaged Vegetables), Four-Way Aluminum Co. (Home Furnishings), Cincinnati, O. O.

DANIEL F. SULLIVAN CO.

216 Tremont Ct., Boston 16, Mass.
Phone: HANcock 6-7644

AAAA -ABP-ANPA-APA-NOAB-PPA
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 71 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.; Studebaker Dealers of Greater Boston.

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

137 Fifth Ave., New York 16, N. Y.
Phone: OREGon 9-2500

ANPA-APA-NOAB-PPA

President.....Raymond F. Sullivan
Vice-Pres.....Donald D. Stauffer
Vice-Pres.....Robert T. Colwell
Vice-Pres.....S. Heagan Bayles
Vice-Pres.....Lloyd W. Bailie
Vice-Pres.....W. Donald Roberts
Vice-Pres.....John P. Cohane
Vice-Pres. & Treas.....T. Newton Weatherby
V.-P. & Copy Chief.....J. Clifford Dillon
V.-P. & Media Dir.....Francis Minehan

Advertising Agencies

V.-P. & Merch. Dir.....Daniel O'Meara
 Vice-Pres.....A. K. Spencer
 Vice-Pres.....William M. Spire
 V.-P. & Research Dir.....Luther H. Wood
 Head Art Dir.....Robert West
 Prod. Mgr.....George Andrew
 Contoller.....M. Herbert King
 V.-P. & TV Dir.....Philip H. Cohen
 Prod., Radio & TV.....Thomas F. Victor
 Prod., Radio & TV.....Richard R. Uhl

Branch Office

6253 Hollywood Blvd., Hollywood, Calif.
 Phone: Gladstone 5048

Vice-Pres.....Jack Van Nostrand
Radio Accounts: American Cigarette & Cigar Co. (Pall Mall Cigarettes), Carter Products Inc. (Arrid & Rise), New York, N. Y.; J. H. Filbert, Inc. (Mrs. Filbert's Margarine & Mayonnaise), Baltimore, Md.; Grove Laboratories, Inc. (Antamine), St. Louis, Mo.; Lever Brothers Co. (Lifebuoy Health Soap & Silverdust), New York, N. Y.; McCormick & Co. Inc. (McCormick Teas, Spices, Flavoring Extracts, Insecticides), Baltimore, Md.; Noxzema Chemical Co. (Noxzema Skin Cream), Baltimore, Md. & Toronto, Ont.; The Simoniz Co. (Simoniz Products), Chicago, Ill.; Smith Bros. (Smith Bros. Cough Drops & Cough Syrup), Poughkeepsie, N. Y.; Whitehall Pharmacal Co. (Bisodol Powder, Bisodol Mints), New York, N. Y.

TV Accounts: American Cigarette & Cigar Co. (Pall Mall Cigarettes), Carter Products Inc. (Arrid & Rise), New York, N. Y.; J. H. Filbert, Inc. (Mrs. Filbert's Margarine & Mayonnaise), McCormick & Company, Inc. (McCormick Teas, Spices, Flavoring Extracts, Insecticides), Baltimore, Md.; Speidel Corp. (Watch Bands & Other Jewelry Items), Providence, R. I.

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
 Copy.....J. C. Burton
 Sales Promotion.....Wm. A. Jensen

Radio Account: Network: Firestone Tire & Rubber Co.

J. D. TARCHER & CO., INC.

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

Phone: Circle 6-2626

AAAA—ABP—ANPA—APA
 NOAB—PPA

Pres.Jack Tarcher
 Vice-Pres.....E. C. Ridley
 Space Buyer.....W. W. Kirchert
 Prod. Mgr.....Jay R. Wiedner
 Art Dir.....Harry Prickett
 Copy Chief.....Ben S. Laitin
 Research Dir.....Leonard Tarcher

Mgr. Radio-TV.....Bob Kelly
 Acct. Execs.....Jack Tarcher,
 Bruno Randolph, E. C. Ridley, Len. Tarcher
Radio Accounts: Benrus Watch Co., McKesson & Robbins, Seeman Bros.
TV Accounts: Benrus Watch Co., McKesson & Robbins.

SAMUEL TAUBMAN & CO.

1541 Sanson St., Philadelphia 2, Pa.

Phone: LOcust 4-0792

ANPA—AAAA—ABP—APA

Space Buyer.....S. Taubman
 Radio-TV Directors.....M. C. Taylor,
 Raymond H. Love

J. WALTER THOMPSON CO.

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

Phone: MUrray Hill 3-2000

AAAA—ANPA—ABP—PPA—NOAB—ABC
 PresidentStanley 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., Holywood 28, Calif.
 V.-P. Manager.....Cornwell Jackson
 410 N. Michigan Ave., Chicago 11, Ill.
 Vice-Pres. & Gen. Mgr.....Henry T. Stanton
 Radio Director.....Harold R. Rorke
 Radio Tele Time Buyer...E. R. Fitzgerald
 320 Calif. St., San Francisco, Calif.

ManagerFred Fidler
 Radio Time Buyer.....Frances Austin
 645 South Flower St., Los Angeles 36, Calif.
 General Manager.....James L. Thompson
 Radio Time Buyer.....Jane Hubert

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 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. 45th St., New York 17, N. Y.

Phone: MU 4-0286

ABP—APA—ANPA

Pres., Dir. TV & Radio...Daniel R. Prosnit
 Secy.-Treas.....Shirley F. Prosnit
Radio Accounts: Vogue School of Model-

Advertising Agencies

ing (Model School), Taus School of Watchmaking, New York; Solon Palmer (Cosmetics), Newark, N. J.

ALFRED F. TOKAR ADV.

850 Broad St., Newark 2, N. J.
Phone: MIchell 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: ELdorado 5-4404

ABP—ANPA—APA—NOAB—PPA

Chairman of Board.....Wm. Irwin Tracy
Pres.....Frank S. Kent
Vice-Pres. & Art Dir.....Hugh F. Donnell
Treas. & Sec.....Geo. M. Pease
Asst. Treas. & Sec.....P. A. Baecker
Production Mgr.....C. R. Holmberg
Radio & TV Director.....P. A. Baecker
Radio Accounts: The Taylor-Reed Corp. (Q-T Frosting), Glenbrook, Conn.; H. C. Brill Co., Inc. (Spaghetti Sauce, Spanish Rice), J. W. Beardsley Sons (Codfish), Newark, N. J.; Diplomat Products, Inc. (Chicken Soups), North Bergen, N. J.; Three Vee Co. (Meat Tenderizer), Chin & Lee Co., Inc., New York, N. Y.; John Opitz Inc. (Insecticides), Long Island City, N. Y.; Middletown Milk and Cream Co. (Milk), Yonkers, N. Y.;
TV Accounts: The Taylor-Reed Corp. (Q-T Frosting), Glenbrook, Conn.; Diplomat Products, Inc., H. C. Brill Co., Charles & Co., Inc., Gristede Bros. Inc., New York.

TRACY-LOCKE CO., INC.

1307 Pacific Ave., Dallas 1, Texas
Phone: PProspect 8655

AAAA—ABC—ABP—ANPA—APA
NOAB—PPA—SAAA—AFA—SNPA

President.....Morris Hite
Exec. Vice-Pres....Clay W. Stephenson, Jr.
Vice-Presidents....Glenn G. Addington, Jr., Ernest S. Lovan
Vice-Pres., Secy. Treas. John H. Wellenkamp
Director Radio & TV.....Philip L. McHugh
Radio Accounts: Mrs. Baird's Bakeries, Inc. (Bread), Dallas, Houston, Ft. Worth, Abilene; Borden Co. (Southern Division) (Milk and Ice Cream), Burrus Mill & Elev. Co. (Flour), Dallas (home office); Imperial Sugar Co. (Sugar), Sugarland; Newhoff Bros., Packers (Meat), Republic National Bank (Commercial Banking), Dallas; Resistol Hats, Inc. (Men's Hats), Garland; Tex Tan of Yoakum (Leather belts & billfolds), Yoakum, Texas.
TV Accounts: Mrs. Baird's Bakeries, Inc. (Bread), Dallas, Houston, Ft. Worth, Abilene; Haggart Company (Men's Slacks), Dallas; King Candy Co. (Chocolates), Ft. Worth; Newhoff Bros., Packers (Meat), Re-

public National Bank (Commercial Banking), Dallas; Tex Tan of Yoakum, (Belts and Billfolds), Yoakum, Texas.

THE TULLIS CO., INC.

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HE 6831

President.....Howard L. Tullis
Vice-Pres....Earl Willhite, Ross McCollum
TV Director.....Ben Lang
Time Buyer.....Willy Brasile
Radio Accounts: Helley Kar Co. (Used Cars), Los Angeles; Balian Ice Cream Co. (Vanilla Ice Cream), South Gate; Vacuum Cleaner Co. of America (Vacuum Cleaners), Rogers Upholstering Co. (Reupholstering, Furniture Service), Los Angeles, Calif.

VALLEY ADVERTISING CO.

113 W. 4th 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
General Manager.....Agnes Kingsley
Copy Chief.....William T. Malone
Radio Accounts: Dolcin Corp., Dolcin Ltd., Jamane, Inc., C. F. Matilage Sales Co.

VAN DINE ADV. AGENCY

30 Ferry St., New York, N. Y.
Phone: WOrth 4-1350-1

ABP

Pres., Copy Chief.....Arthur B. Swartz
Art Dir., Space Buyer....Felice Gronvenetti
Acct. Executives.....Jules Grosby, Joseph H. Swartz, A. B. Swartz
Production.....David Blottner

JOHN B. VAN DOMELEN, AGENCY

327 Federal Square Bldg.
Grand Rapids 2, Mich.

Phone: 9-3453-4

PPA

Owner & Space & Time Buyer

J. B. Van Domelen
Acct. Exec.....Robert Rickse
Publ. Dir.....E. J. Logie

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 Execs....F. J. Guzk, W. F. Barkow
Radio Account: Pyroil Co.

Advertising Agencies

VAN SANT, DUGDALE & CO., INC.

Court Square Bldg., Baltimore 2, Md.
Phone LExington 5400

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

President Wilbur VanSant
Exec. Vice-Pres..... Robert E. Daiger
Vice-Pres. & Acct. Exec..... H. G. Erck
Account Execs..... Robert E. Daiger,
C. M. Buchanan, T. F. C. Quinn, William
Dugdale, Daniel J. Loden

Media & Res. Dir..... U. H. Moss
Space & Time Buyer.... Gertrude M. Talbot
Director, Radio & TV.... Robert V. Walsh
Assistant Rita Eastman

Radio Accounts: Anchor Post Products, Inc. (Anchor Fence, Fluid Heaters), Baltimore, Md.; Black & Decker Mfg. Co. (Home Utility Power Tools), Towson, Md.; The Crosse & Blackwell Co. (Canned Foods), The Equitable Trust Co. (Banking), Baltimore, Md.; A. B. Farquhar Co. (Farm Machinery), York, Pa.; Fram Corp. (Automotive Filters), Providence, R. I.; Gibbs & Co., Inc. (Canned Foods), International Bedding Co. (Mattresses), Baltimore, Md.; Koppers Co., Inc. (American Hammered Piston Rings), Pittsburgh, Pa.; Manhattan Laundry (Laundry & Drycleaning), Washington, D. C.; The Glenn L. Martin Co. (Aircraft & Development), Baltimore, Md.; F. S. Royster Guano Co. (Fertilizer), Norfolk, Va.; Schluderberg-Kurdle Co. (Esskay Meat Products), Sherwood Brothers Inc. (Betholine-Sinclair Gasolines), Baltimore, Md.; B. F. Shriver Co. (Canned Food), Westminster, Md.; U. S. F. & G. and F. & G. Co. (Insurance), Baltimore, Md.; Weaver Brothers (Real Estate), Interstate Savings (Banking), Washington, D. C.; York Wallpaper Co. (Wallpaper-White Rose), York, Pa.; Second Army (Recruiting), Fort Meade, Md.

TV Accounts: Anchor Post Products, Inc. (Anchor Fence), Baltimore, Black & Decker Mfg. Co. (Home Utility Tools), Towson, Gibbs & Company, Inc. (Canned Foods), Baltimore, Md.; Manhattan Laundry (Laundry & Drycleaning), Washington, D. C.; Schluderberg-Kurdle Co. (Esskay Meat Products), Sherwood Brothers Inc. (Betholine-Sinclair Gasolines), Baltimore, Md.; B. F. Shriver Co. (Canned Foods), Westminster, Md.; Weaver Bros. (Real Estate), Interstate Savings (Banking), Washington, D. C.

VENABLE-BROWN CO., INC.

211 E. Fourth St., Cincinnati 2, Ohio

Phone: Dunbar 0067, 0068
ABP-ANPA-APA-PPA

President..... B. W. Brown
Vice-Pres. B. Venable
Vice-Pres..... G. L. Service
Secy. & Prod. Mgr..... P. R. Harrover

Treas. & Buyer Space & Radio Time

D. B. Mescher

Acct. Execs..... B. Venable, G. L. Service,
B. W. Brown, Wm. J. McLaughlin

J. FRANKLIN VIOLA

152 W. 42nd St., New York 18, N. Y.

Phone: CHickering 4-3254

President-Owner..... J. Franklyn Viola
Secretary..... Ann T. Viola
Production Gene Scognamiglio

Radio Accounts: Paramount Macaroni Mfg. Co., Italy Laboratories, Inc., Johnson Chemical Co., De Nobili Cigar Co., Andrews Coffee Co., Raytheon Television, Stromberg-Carlson Television, Liberty Title & Trust Co.

TV Accounts: Paramount Macaroni Mfg. Co., De Nobili Cigar Co., Lazzara Breads & Cake Co.

WILLIAM VON ZEHLE & CO., INC.

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

Phone: MU 2-9010

President..... Wm. von Zehle
Vice-Presidents..... Lawrence A. Reis,
Van Lear Woodward, Jr.

Treasurer Kathleen Banks
Secretary Anthony Sarnataro

WADE ADVERTISING AGENCY

20 N. Wacker Drive, Chicago 6, Ill.

Phone: SState 2-7369

ABC-ABP-ANPA-APA-NOAB-PPA
President..... Albert G. Wade

V.P. & Acct. Exec..... Walter A. Wade
Secretary..... E. N. Nelson

Comptroller..... J. B. Mills
Head of Creative Dept..... R. O. Archer

Art Manager..... Kenneth Banes
Production Manager..... E. A. Beane

Copy Chief..... L. W. Davidson
Media Director..... L. J. Nelson

Space & Radio Time Buyer.. D. S. Williams
Radio Director..... Jeff Wade

Research Director..... Gordon Norberg
Acct. Exec..... Booth Luck

Branch Office

6223 Selma Ave., Hollywood 28, Calif.

Phone: Hillside 7457

Manager..... Robt. E. Dwyer
Radio Director..... Forrest F. Owen

Radio Accounts: Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day (Brand) Vitamins, Nervine, Tabcin, Bactine), Elkhart, Ind.; Miles California Co. Los Angeles, Calif.; Murphy Products Co. (Feeds), Burlington, Wisc.

TV Accounts: Miles Laboratories, Inc. (Alka-Seltzer, Tabcin, Bactine), Elkhart, Ind.; Miles California Co., Los Angeles, Calif.

HUGO WAGENSEIL & ASSOCIATES

Talbot Bldg., Dayton 2, Ohio

Phone: HEMlock 5542

AAAA-ABP-ANPA-APA
NOAB-CAAN

Advertising Agencies

PresidentHugo Wagenseil
 Secy.-Treas.G. Wagenseil
 Art Director.....Ed Hageman
 Industrial Div.....T. A. Polley
 Consumer Div.....W. L. Guisewite
 Acct. Executive.....W. H. Ford
 Radio Director.....F. R. Harwood
 TV Director.....Lincoln Scheurle

Radio Accounts: Bonded Oil Company (Service Stations), Springfield, Ohio; First National Bank (General Banking Services), Middletown, Ohio; The Gallaher Drug Company (Drug Store Chain), Lowe Brothers Paint Store (Retail Paints, Wallpaper), Miami Valley Milk Prod. Ass'n (Dairy Maid Butter), Ohio Yellow Cab Company (Taxi Cab Service), Dayton, Ohio; The Savings Society (Mutual Savings Bank), Springfield, Ohio; Phil T. Williams Oil Co. (Service Stations), Indianapolis, Ind.

TV Accounts: Anderson Piano Co. (Dealer Musical Instrument-), Dairy Council (Distributors- Milk, Milk Prod.), Dayton Power and Light Co. (Public Utilities), Himes Brothers Dairy (Meadow Gold Ice Cream), Dayton, Ohio; House of Lowell, Inc. (Hand Cream & Deodorant), Piqua, Ohio; Miami Valley Milk Prod. Ass'n (Dairy Maid Butter), Portable Beauty Service Mfg. (No-Rinse Shampoo), Sears, Roebuck & Co. (Retail Department Store), Third National Bank & Trust Co. (General Banking Services), Dayton, Ohio.

WALKER & DOWNING GENERAL ADVERTISING

532 Oliver Bldg., Pittsburgh 22, Pa.
 Phone: GRant 1-1900
 ABP-ANPA-APA-PPA

President.....William S. Walker
 Vice-Presidents.....C. P. Richardson,
 E. L. Newmeyer, Jr., V. I. Maitland
 Account Executives.....C. P. Richardson,
 E. L. Newmeyer, V. I. Maitland, T. B.
 Wallace, C. E. Hoffman, H. C. Lund
 Radio & TV Directors.....R. B. Stevens,
 C. C. Urganhart

Radio Accounts: Duquesne Brewing Co. (Beer), Colonial Biscuit Co. (Crackers), Pittsburgh, Pa.; Hagan Milk & Ice Cream (Milk, Ice Cream), Uniontown, Pa.; Sterling Oil Div., Quaker State Oil Refining Corp., Pittsburgh Consolidation Coal Co. (Solid Fuels), Wilkins Jewelry (Jewelry), Galen Laboratories (Skin Medications), Coal Heating Service (Coal Dealers), Samson Buick Co. (Cars), Champion Coal Co. (Solid Fuels), Pittsburgh, Pa.

TV Accounts: Duquesne Brewing Co., Pittsburgh, Pa.; Hagan Milk & Ice Cream Co., Uniontown, Pa.; Kaufman's Dept. Store, Wilkins Jewelry, Jersey Farm Products, Pittsburgh Consolidation Coal Co., Allegheny Ludlum Steel Corporation, Fan Tan

Chewing Gum, Coal Heating Service, Wm. G. Johnston Co. (Printers), Galen Laboratories, Pittsburgh, Pa.

WILLIAM WARREN, JACKSON & DELANEY

15 W. 15th St., New York 19, N. Y.
 Phone: JUdson 6-0350
 ABP-APA-PANY

Partners.....Harry Solow, Jr.,
 William W. Solow, S. P. Jackson, S. T. Delaney

TV Director.....S. P. Jackson
 Asst. to Director.....William W. Solow
 Mgr. TV Commercials...Conrad Mikorenda
 Radio Director.....S. T. Delaney
 Copy Chief.....Beatrice Kaye
 Account Executives.....William Solow,
 S. T. Delaney, S. P. Jackson, Milton
 Schwartz, J. C. Silverman, Jack Wilson

Radio Accounts: Sachs Quality Store- (Dept. Store), Flag Pet Food Corp. (Dog & Cat Food), Strauss Stores (Auto Appliances), Herberts Jewelry (Jewelry), Sofia Bros. (Movers), Snow White Products (Cosmetics), Pierce School (School), Warren Connolly (Distributors), Restaurants of the Month (Restaurant), Federal Life & Casualty (Insurance), Rikers Restaurants, Book Find Club, Birdland Restaurant, Hap (Hair Medication), Roberts Technical & Trade School, Atlas Import & Export, Teitelbaum & Co., Alexanders Dept. Stores, Westchester Aquarium, Ritz Thrift Shop, Bonded Auto Sales, Cardinal Ties, New York, N. Y.

TV Accounts: Sachs Quality Stores, Vim Stores, Strauss Stores, Marlon Candy, Clara Lane, Save By Television, Hum-A-Tune Corp., Spear & Co., Westchester Aquarium, Lord & Taylor, Ritz Thrift Shop, Flag Dog Food, Alexander Dept. Store, Warren Connolly.

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-PresidentsHenry Legler,
 S. O. Youngheart, J. R. Warwick, Lester M.
 Malitz, Arthur Deerson, C. E. Staudinger
 V.P. & Radio Director.....Tovis Huln
 Radio & TV Director...William P. Warwick

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.

TV Accounts: Pabst Sales Co., Chicago, Ill.; Larus & Bro. Co. (Edgeworth & Holiday Tobaccos), Richmond, Va.

. . . Advertising Agencies . . .

WATTS, PAYNE—ADV., INC.

205 S. Cheyenne Ave., Tulsa 3, Okla.

Phone: 3-8108

ABP—SNPA—AAAA—SAAA

President Don Watts
 Vice-President..... Leslie S. Hauger
 Secretary-Treasurer..... Oscar E. Payne
 Account Executives..... Ril C. Keefe,
 Benton Ferguson, Dick White
 Production Manager..... S. B. Snyder
 Art Director..... Harold Carlross
 Director..... Don S. Mitchell
 Continuity Jackson Jones
 Radio-TV Director..... Don S. Mitchell

Branch Offices

316 Fidelity Bldg., Dallas, Tex.

Manager Burke Gilliam
 Acc. Exec. (Dallas)..... Marie Callahan
 Phone: Sterling 1647

Radio Accounts: Oklahoma Tire & Supply Co., Tulsa Federal Savings & Loan Association, United Federal Savings & Loan Association, Bell Oil & Gas Company, Mid-West Chevrolet Corp., Paul Sisk & Associates, First Natl. Bank, White Auto Stores, Mayo Hotel, Southern Milk & Mfg. Co., Tulsa Insurance Bd., Snburban Furniture Co., Bryan & Sons, Tennessee Dairies.

TV Accounts: Okahoma Tire & Supply Co., Mid West Chevrolet Corp., Southwest Weathermakers First National Bank & Trust Co.

TUCKER WAYNE & CO.

1175 Peachtree St., N.E., Atlanta 5, Ga.

Phone: Atwood 3856-57-58-59

AAAA—ABP—ANPA—APA—NOAB

PPA—SNPA

President Tucker Wayne
 V.P., Radio & TV Dir..... D. D. Connah
 Vice-Pres., Chg. Media..... C. C. Fuller
 Vice-Pres. & Art Dir..... Frank T. Johnson
 Copy Director..... Ernest Camp, Jr.
 Public Relations Dir..... Dudley E. Brewer
 Production Managers..... D. J. Brundage,
 Edward A. Provost

Research Director..... Joseph C. Seibert
 Account Executives..... Douglas D. Connah,
 Tucker Wayne, J. D. Muse, David Mather,
 Leigh Kelley, Mrs. Carolyn H. Harris,
 Matthew Connor

Radio & TV Director..... D. D. Connah
 Media Director..... C. C. Fuller

Radio Accounts: American Bakeries (Bread & Cake), U. S. Third Army, Southern Bell Tel. & Tel. Co. (Utility), Atlanta, Ga., J. A. Len Smith & Company (Flour), Knoxville, Tenn.; Southern Dairies (Ice Cream & Dairy Prod.), Washington, D. C.

TV Accounts: American Bakeries (Bread & Cake), Southern Spring Bed Co. (Beds, Springs, Mattresses), Norris Candy Co. (Candy), Atlanta, Ga.; J. Allen Smith & Company (Flour), Knoxville, Tenn.; South-

ern Dairies (Ice Cream & Dairy Prod.), Washington, D. C.

LUTHER WEAVER & ASSOCIATES

200 Globe Bldg., Saint Paul 1, Minn.

Phone: Cedar 3777

AAAA—ABP—Twin City Media Asso.—APA
 Owner Luther Weaver
 Account Executive..... Donald Gardner
 Executive Assistant..... Ella F. Manley
 Auditor..... A. J. Bergevin
 Secretary..... Blanche G. Anderson
 Radio & TV Director..... 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.; Falcon and Pilgrim Dry Cleaners and Launderers, St. Paul & Minneapolis, Minn.

R. W. WEBSTER ADVERTISING

816 W. 5th St., Los Angeles 17, 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, Maurie Scanlon
 Account Executives..... R. W. Webster,
 Vaughn Shedd, Joy Garrison Berghell

Radio Account: Pharaceutical Research, Inc. (P-R Iodin Ration), Los Angeles, Calif.

TV Account: The Bramhall Co. (Unmask), Pasadena, Calif.

WILLIAM H. WEINTRAUB & CO., INC.

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

Phone: MURray Hill 8-4110

ANPA—NOAB—PPA

President..... William H. Weintraub
 Exec. Vice-Pres..... Elkin Kaufman
 V.P., Treas. & Gen. Mgr.

John Davenport Scheuer
 Vice-Pres. & Sec., Chg. Radio-TV Dept.

Harry Trenner
 Vice-President..... Johu F. Reeder
 V.P. Chg. Public Relations.... David Karr
 Vice-President..... Norman B. Norman
 Art Director..... Paul Rand
 Vice-Pres., Dir. of Copy..... Roger Purdon
 Media Director..... Lee M. Rich
 Director Marketing..... John B. Morris
 Production Manager..... William Zerweck
 Research Director..... Dr. Leon Arous
 Dir. of Radio, Prod..... Theo Gannon

Advertising Agencies

Business Mgr. & Time Buyer-

Radio-TV Dept. Ann R. Kelly
 Time Buyer Gladys York
 Account Executives M. J. Eysler,
 William Jensen, Eugene Kummel, Richard
 Bouton, Kay Daly, Frederic Bruns, Charles
 N. Higgins

Branch Offices

Shaeffer Bldg., 13530 Michigan Ave.,
 Dearborn, Mich.

Office Manager Verne Kirby
 Ring Bldg., Washington, D. C.

Office Manager Carl Levin
Radio Accounts: Adam Hat Stores, Inc.
 (Adam Hats), Seeman Bros., Inc. (Air-Wick,
 White Rose Tea, White Rose Coffee), New
 York, N. Y.; Kaiser-Frazer Sales Corp. (Kaiser
 and Frazer Cars), Detroit, Mich.

TV Accounts: Seeman Brothers (Air-
 Wick), Maiden Form Brassiere Co., Inc.
 (Maiden Form Brassieres), New York, N. Y.,
 Anchor-Hocking Glass Corp., Blatz Beer,
 Television Dept. Stores, Inc., B. T. Babbitt,
 Kaiser-Frazer.

WEISS & GELLER NEW YORK, INC.

400 Madison Ave., New York 17, N. Y.
 Phone: PLaza 3-4070

ANPA—APA—NOAB—PPA

President Max A. Geller
 Vice-President Joseph H. Curtis
 Gen. Mgr., Radio & TV Dir. Lester J. Malletts
 Copy Chief M. Peter Artzt
 Media Dir. & Office Mgr. Max Tendrich
 Art Director Arthur Cordon
 Production Manager Sally Green
 Radio & TV Dir. Lester J. Malletts
 Time Buyer & Asst. Radio TV Dir.
 Max Tendrich

Radio Accounts: Nedick's Inc. (Stores &
 Concentrate for Orange Drink), New York,
 N. Y.; Albert Ehlers, Inc. (Coffee), Brook-
 lyn, N. Y.

TV Accounts: Nedick's, Inc. (Concentrate
 for Orange Drink), New York, N. Y.; Flag-
 staff Foods (Wholesale Foods), Perth Am-
 boy, N. J.; Albert Ehlers, Inc. (Ehlers
 Coffee), Brooklyn, N. Y.

WESTHEIMER & BLOCK

315 N. 7th St., St. Louis 1, Mo.

Phone: Garfield 4080

AAAA—ABP—ANPA—APA—NOAB

Partners, Acct. Execs. Louis E. Westheimer,
 Frank Block

Account Executives Wm. H. Mullgardt,
 Wm. M. Wider, Wm. T. Gangle

Production Manager Vernon Koby
 Time & Space Buyer John Martin

Radio Accounts: Schutter Candy Com-
 pany (Old Nick & Bit-O-Honey Candy Bars),
 St. Louis, Mo.; Centlivre Brewing Corp.
 (Old Crown Beer and Ale), Peter Eckrich
 and Sons (Packing Company), Fort Wayne,
 Ind.; Freund Jewelry Company, Disco Dis-

tributing Co. (Motorola Distributors), E.
 B. Jones Motor Co. (Plymouth-Dodge dis-
 tributors), Sears, Roebuck and Co. (Depart-
 ment Store), Staten Island Cleaners (Clean-
 ing and Dyeing), St. Louis, Mo.; Ripon
 Foods, Inc. (Kiddie Kookies), Ripon, Wis.;
 Valley Farm Dairy (Dairy Products), Mu-
 tual Bank and Trust Co., St. Louis, Co.,
 Seymour Wallas Co. (Novelties), Dodge
 Dealers of Greater St. Louis, Inc., Walter
 Freund Bread Co.

TOM WESTWOOD ADV. AGENCY

416 W. 8th St., Los Angeles 14, Calif.

Phone: TRinity 8496-7

SCBA

Account Executive Tom Westwood
 Time Buyer Agnes M. Larson

Radio Accounts: Hebrew Christian Hour,
 Voice of China, So. Calif. Lutheran Synod,
 Fundamental Evangelistic Assn., Evangelist
 Temple, Los Angeles, Calif.

WARD WHELOCK CO.

Lincoln-Liberty Bldg., Philadelphia 7, Pa.

Phone: RLittenhouse 6-7500

ANPA—PPA—APA—NOAB—ABC

President Ward Wheelock
 Vice-President Arthur A. Bailey

Vice-Pres., Dir. of Copy Robert Y. Brown
 V.P. & Dir. Radio-TV Russ Johnston

V.P. & Dir. Research Wm. R. Farrell
 Secretary-Treasurer William A. Dumm

Branch Offices

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

Vice-President R. K. Strassman
 Guaranty Bldg., Hollywood 28, Calif.

Vice-President Carroll Carroll
Radio Account: Campbell Soup Co.

TV Account: Stephen F. Whitman & Son,
 Inc.

WILKINSON-SCHIWETZ & TIPS, INC.

155 Caroline St., Houston 2, Tex.

AAAA—ABP—ANPA—NOAB

APA—ABC

President J. B. Wilkinson
 Vice-President Kern Tips

Radio Time Buyer Gene Heard
 Secretary-Treasurer Ted Schiwetz

Radio Accounts: Geo. H. Dentler & Sons
 (Potato Chips, Salad Dr.), Fidelity Chemi-
 cal Co. (Fertilizer), Foley's (Department
 Store), Humble Oil and Ref. Co. (Petroleum
 Products), Houston Natural Gas Corp. (Nat-
 ural Gas Service), Kuhn Paint Co. (Paints),
 Raymond Pearson (Lincoln-Mercury-Ford
 Dealer), Retail Merchants Assn. ("Shop
 Earlier for Xmas"), The Shamrock (Hotel),
 Texas Gulf Sulphur Co. (Producers of
 Sulphur), Houston, Texas; Western Cotton-
 oil Co. (Feeds and Seeds), Abilene, Texas.

TV Accounts: Humble Oil and Ref. Co.
 (Petroleum Products), Foley's (Department
 Store), The Shamrock (Hotel), Houston,
 Texas.

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

WINIUS-BRANDON CO.

1706 Olive St., St. Louis 3, Mo.
Phone: Chestnut 6380

AAAA-ABP-ANPA-BMB-CAN-PPA
President.....Enno D. Winius
Vice-Presidents.....W. L. Sanborn,
W. J. Fuchs, C. A. Brandon, V. L. More-
lock
Radio-TV Director.....Vernon L. Morelock
Asst. Radio-TV Dir.....Rosalie A. Babich
Radio Accounts: American Packing Co.—
Meats (Sunrise); Boatman's Nation Bank,
St. Louis, Mo.; Endicott Johnson Corp.
(Shoes), Emerson Electric Mfg. Co. (Fans,
Heaters, Motors), Endicott, N. Y.; Deep
Rock Oil Corp. (Petroleum Products), Chi-
cago, Ill.; Missouri-Kansas-Texas RR, Senoret
Chemical Co. (Terro Ant Killer) H. C. Cole
Milling Co. (Omega-White Ring Flour),
Chester, Ill.; 18th St. Garage, St. Louis, Mo.

WOLFE-JICKLING-CONKEY, INC.

76 W. Adams, Detroit 26, Mich.
Phone: Woodward 1-1865

AAAA-ABP-ANPA-APA
NOAB-PPA

Account Executives.....John T. Chandler,
Richard Allman
Radio TV Dir.....James F. Land
Supervisor-ContinuityRuth Rice
Radio Accounts: Employers Assn., Rollie
Barrett, Inc., Detroit, Mich.
TV Account: Morley Bros. (Whirlpool
Washer Coolerator, Air King TV), Detroit,
Mich.
WORTMAN, WILCOX & CO., INC.
(Formerly Wortman, Barton & Gould, Inc.)
345 Madison Ave., New York 17, N. Y.
Phone: MURray Hill 4-5920
ABP-ANPA-NOAB-PPA
Pres. & Treas.....E. B. M. Wortman
Vice-Pres. & Secy.D. N. Wortman
Media Director.....H. Essler
TV Accounts: Esquire Novelty Co. (Pony
Boy Gun & Holster Set), Jersey City, N. J.;
Balcony Downs Plantation (Oil Paintings),
Glasgow, Va., Bush & Fewer (Liquidizer).

**ROBERT B. YOUNG, ADV.
AGENCY**

625 Market St., San Francisco 5, Calif.
Phone: SU 1-5411

APA-ABP-AAAAN

President & Space Buyer.....R. B. Young
Radio Accounts: Northern Calif. Floral
Industry, Sierra Candy Co.

YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.
Phone: MURray Hill 9-5000

ANPA-PPA-APA-AAA
NOAB-ABC-ABP

President.....Sigurd S. Larmon
Executive Vice-Pres.....Louis N. Brockway

V.P.-Chrm. Plans Bd.....Charles L. Whittier
V.P., Dir. of Media & Gen. Production

A. V. B. Geoghegan

Vice-PresidentsFrank Fagan,
Milford Baker, Edward Barnes, Harry Car-
penter, George Dippy, J. Brooks Emory,
John E. Grimm, Jr., Harry Harding, Wil-
liam H. Howard, Garrit A. Lydecker, Don-
ald Payne, Curtis G. Pratt, J. B. Rosebrook,
Frederick Sergenian, Albert Tilt, Jr., Wal-
ter B. C. Washburn, James D. Webb
V.P.-Merchandising Dir.....Samuel Cherr
V.P.-Copy Director.....H. S. Ward
V.P.-Dir. of Research.....Dr. P. Langhoff
V.P.-Art Director.....Walter K. Nield
V.P.-Dir. of International Div.

Lorimer B. Slocum

V.P.-Dir. of Pub. & Pub. Relations.Ken Dyke
Treasurer.....J. H. Geise
Sec.-Asst. Treas.....H. H. Enders
V.P.-Dir. of Radio-TV...Everard W. Meade
V.P. in Chg. of Talent & New

ProgrammingDavid Levy
Manager of Radio-TV Operations

Rodney Erickson

Mgr.-Radio-TV Commercial Copy
John L. Swayze

Radio-TV Business Mgr. Frederick A. Zaghi
Radio-TV Publicity Dir.....Harry Rauch

Mgr.-Radio Station Relations
Frank Coulter, Jr.

Branch Offices

6253 Hollywood Blvd., Hollywood 28, Calif.
V.P. Radio & TV.....Walter Bunker
V.P. Adv. Service.....Eldon E. Smith
333 N. Michigan Ave., Chicago 1, Ill.

V.P.-Manager.....John F. Whedon
V.P.-Merchandising Dir....D. G. Schneider
Vice-President.....Robert K. Edmonds
V.P.-Art Director.....Wm. W. Johnston
V.P.-Copy Director.....Draper Daniels
1866 Penobscot Bldg., Detroit 2, Mich.

Vice-Pres.-Mauager.....Elliott E. Potter
235 Montgomery St., San Francisco 4, Calif.
Manager.....Edward A. Merrill, Jr.

Radio Accounts: K. Arakelian, Inc., The
Borden Co., Bristol-Myers Co., Sanforized
Division of Cluett, Peabody & Co., Inc., The
Drackett Co., Duffy-Mott Co., Inc., General
Foods Corp., Gulf Oil Corp., Life Savers
Corp., Thomas J. Lipton, Inc., Metropolitan
Life Insurance Co., The National Sugar Re-
fining Co., Petri Wine Co., Purity Bakeries,
Rath Packing Co., Rosefield Packing Co.,
Jos. Schlitz Brewing Co., Singer Sewing Ma-
chine Co.

TV Accounts: Bigelow-Sanford Carpet Co.,
Inc., The Borden Co., Duffy-Mott Co., Inc.,
General Electric Co., General Foods Corp.,
The Goodyear Tire & Rubber Co., Inc., Gulf
Oil Corporation, International Silver Co.,
Johnson & Johnson, Thomas J. Lipton, Inc.,
O-Cedar Corp'n, Petri Wine Co., Rosefield
Packing Co., Simmons Co.

AND WHAT DOES...

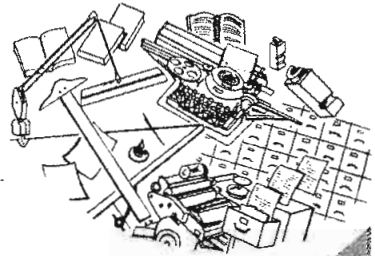


SALES MANPOWER

TWENTY experienced radio time salesmen, efficiently covering every potential prospect in the United States.

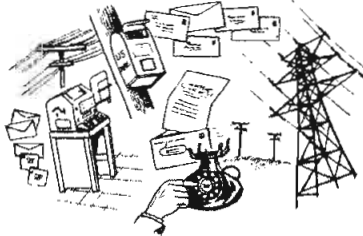
TOP RESEARCH & PROMOTION

SEVEN specialists in producing the best in research and sales-promotional data



FAST EFFICIENT SERVICE TO AGENCIES & THEIR CLIENTS

FBI R traffic experts using direct Western Union wire, TWX to all stations, and 50,000 telephone calls per year in the clearing and placing of spot schedules



MEAN ?

It means Headley - Reed increased the national spot business for its stations 37.2 percent for 1950 when the national average was only 10 %.

HEADLEY-REED COMPANY
Radio and Television Station Representatives

NEW YORK • PHILADELPHIA • CHICAGO • DETROIT • ATLANTA • NEW ORLEANS • SAN FRANCISCO • HOLLYWOOD

RADIO-TV STATION REPRESENTATIVES

ABC SPOT SALES

(American Broadcasting Company)
7 West 66th St., New York 23, N. Y.
Phone: TRafalgar 3-7000
Manager (AM Spot Sales)....Earl Salmon
Manager (TV Spot Sales) .Ralph E. Dennis
Branch Offices
20 N. Wacker Dr., Chicago, Ill.
ManagerRoy McLaughlin
Phone: AN 3-7800
17 Stroh Bldg., Detroit, Mich.
ManagerJoseph Molin
Phone: WO 3-8321
155 Montgomery St., San Francisco, Calif.
Phone: EX 2-6544
ABC, Hollywood 27, Calif.
Manager (TV)Robert Laws
Manager (AM)Amos Barron
Phone: HU 2-3141

AM & FM Stations Represented—KECA-AM, Los Angeles; KGO-AM, San Francisco, Calif.; WENR-AM, Chicago, Illinois; WXYZ-AM, Detroit, Mich.; WJZ-AM, New York, N. Y.; WMAL-AM, Washington, D. C.; KECA-FM, Los Angeles; KGO-FM, San Francisco, Calif.; WENR-FM, Chicago, Ill.; WXYZ-FM, Detroit, Mich.; WJZ-FM, New York, N. Y.; WMAL-FM, Washington, D. C.

TV Stations Represented—KECA-TV, Los Angeles; KGO-TV, San Francisco, Calif.; WENR-TV, Chicago, Ill.; WXYZ-TV, Detroit, Mich.; WJZ-TV, New York, N. Y.; WMAL-TV, Washington, D. C.

ALASKA RADIO SALES

17 East 42nd St., New York City, N. Y.
Phone: MURray Hill 2-0813
Network Sales Mgr.....Charles E. Soden
Spot Sales Mgr.....ROY V. Smith
Stations Represented—KFQD, Anchorage, Alaska; KFRB, Fairbanks, Alaska; KIBH, Seward, Alaska; KINY, Juneau, Alaska; KTKN, Ketchikan, Alaska; KIFW, Sitka, Alaska.

AMERICAN SALES AND SERVICING AGENCY

175 Fifth Ave., New York, 10, N. Y.
Phone: AL 4-7881
OwnerGuy Bolam
Branch Offices
Informations & Publicite, 3 Place Valois,
Paris IX, France

PresidentLe Merlin
Radio Luxembourg Advt., Ltd., 36 Davies St.,
London W.I, Eng.

ManagerFrank Lee
Stations Represented—Radio Luxembourg

AVERY-KNODEL INC.

565 Fifth Ave., New York 17, N. Y.
Phone: PLaza 3-6513

President.....Lewis H. Avery
Vice President.....J. W. Knodel
Secretary.....B. P. Timothy
Treasnrer.....Arthur H. McCoy
Director.....David H. Sandeberg
Branch Offices

75 East Waeker Dr., Chicago 1, Ill.
Phone: Andover 2-4710

Vice Pres.....J. W. Knodel
235 Montgomery St., San Francisco 4, Calif.
Phone: Yukon 2-3877

Director.....David H. Sandeberg
315 W. Ninth St., Los Angeles 15, Calif.
Phones Tucker 2435

Exec. In Charge.....Richard I. Hasbrook
41 Marietta St., N.W., Atlanta 3, Ga.
Phone: Cypress 7545

Executive-in-charge.....Charles C. Coleman
AM & FM Stations Represented—KGGM, N. M.; WGAC, Augusta, Ga.; KERO, Bakersfield, Calif.; WKBW, Buffalo, N. Y.; WAYS, Charlotte, N. C.; WJJD, Chicago, Ill.; WSAL, Cincinnati, O.; WMSC, Columbia, S. C.; KDAL, Duluth, Minn.; KFRE, Fresno, Cal.; KILO, Grand Forks, N. D.; WJEF, Grand Rapids, Mich.; WCOG, Greensboro, N. C.; WFBC, Greenville, S. C.; KULA, Honolulu, T. H.; KTHT, Houston, Tex.; WMBR, Jacksonville, Fla.; WKZO, Kalamazoo, Mich.; WROL, Knoxville, Tenn.; WLOK, Lima, O.; WIBA, Madison, Wis.; WDCY, Minneapolis, Minn.; KOMA, Oklahoma City, Okla.; WIRL, Peoria, Ill.; KOIN, Portland, Ore.; WFCI, Providence, R. I.; WHBF, RockIsland, Ill.; KROY, Sacramento, Calif.; KALL, Salt Lake City, Utah; KVSF, Santa Fe, N. M.; KJR, Seattle, Wash.; KMA, Shenandoah, Ia.; KSOO, Sioux Falls, S. D.; KTUL, Tulsa, Okla.; WRUN, Utica, N. Y.; WBRY, Waterbury, Conn.; KXEL, Waterloo, Ia.; KFBI, Wichita, Kans.; WILK, Wilkes-Barre, Pa.; The Intermountain Network.

TV Stations Represented—WMBR-TV, Jacksonville, Fla.; WHBF-TV, Rock Island, Ill.; WKZO-TV, Kalamazoo, Mich.

REPRESENTED BY RAMBEAU is a Radio Station's mark of distinction throughout the entire field of radio advertising.

REPRESENTED BY RAMBEAU means honest and aggressive sales representation for a few selective stations that have pride in their accomplishments and integrity in their dealings with their audience, their clients and the agencies placing business on these stations.

REPRESENTED BY RAMBEAU means twenty years of clean, successful operation by radio's first exclusive national representative.



WILLIAM G. RAMBEAU COMPANY, INC.

NEW YORK

CHICAGO

LOS ANGELES

Radio-TV Station Representatives

BERTHA BANNAN

80 Boylston St., Boston 16, Mass.
Phone: HUBbard 2-4419, 2-4370

Owner Bertha Bannan
AM & FM Stations Represented—WNAB, Bridgeport, WELI, New Haven, WATR, Waterbury, Conn.; WRDO, Augusta, WLBZ, Bangor, WCOU, Lewiston, WCSH, Portland, WAGM, Presque Isle, Me.; Maine Broadcasting System, WBET, Brockton, WOCB, Cape Cod, WSAR, Fall River, WHAI, Greenfield, WHYN, Holyoke, WCCM, Lawrence, WLYN, Lnn, WNBH, New Bedford, WBRK, Pittsfield, WSPR, Springfield, WCRB, Waltham, Mass.; WKXL, Concord, WKBR, Manchester, WOTW, Nashua, WHEB, Portsmouth, N. H.; Granite State Network, WMGM, N. Y. C.; WIBX, Utica, N. Y.; WJAR, Providence, R. I.; WJOY, Burlington, WSYB, Rutland, WWSR, St. Albans, WDEV, Waterbury, Vt.

TV Stations Represented—WJAR-TV, Providence, R. I.

WALTER BIDDICK COMPANY

1151 So. Broadway, Los Angeles 15, Calif.
Phone: RICHmond 6184

Manager Guy Biddick
Asst. Mgr. Mildred Biddick
Office Mgr. Josephine Corbet
Traveling Rep. Burt Zoul
AM & FM Stations Represented—KIBE, Palo Alto, KTIM, San Rafael, KWBR, Oakland, KRDU, Dinuba, KCVR, Lodi, KDAN, Oroville, Califor.; KCFH, Cuero, KXIT, Dalhart, KCOH, Houston, Texas; KSUB, Cedar City, KVOG, Ogden, KCSU, Provo, Utah; WCFM, Washington, D. C.; KCID, Caldwell, KRPL, Moscow, KWAL, Wallace, Idaho; KJAN, Atlantic, Iowa; KCLX, Colfax, KBRO, Bremerton, KBRC, Mount Vernon, KOMW, Omak, KPEW, Pasco, KONP, Port Angeles, KXRN, Renton, KWNW, Wenatchee, Wash.; WIBW, Topeka, KCKN, Kansas City, Kansas; KREL, Farmington, KNEM, Nevada, KCHI, Chillicothe, Mo.; KXGN, Glendive, Montana; KBKR, Baker; KLBM, La Grande; KSRV, Ontario, KNPT, Newport, KWRC, Pendleton, KODL, The Dalles, KTIL, Tillamook, Ore.; WIBX, Utica, N. Y.; KJSK, Columbus, Nebr.

JOHN BLAIR & COMPANY

520 North Michigan Ave., Chicago II, Ill.
Phone: Superior 7-8659

President John Blair
Vice-President Gale Blocki, Jr.
Sec.-Treas. Blake Blair

Branch Offices

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

Phone: MU 9-6084

Executive-in-charge. Richard D. Buckley
100 Park Ave., New York 16, N. Y.

Phone: MU 6-6263

Mgr., Sales Dev. Wells H. Barnett, Jr.

1148 Paul Brown Bldg., St. Louis 1, Mo.
Phone: CH 5688

Exec-in-charge. J. Chris Hetherington
1115 Book Bldg., Detroit 28, Mich.
Phone: WO 5-3230

Manager Paul Ray
608 Russ Bldg., San Francisco 4, Calif.
Phone: DO 2-3188

Vice President. Lindsey H. Spight
James Alspaugh,
6331 Hollywood Blvd., Los Angeles 28, Calif.
Phone: GR rvjc

Vice President. Carleton E. Coveny
Frank G. Moreland,
Rio Grande Nat'l Bldg., Dallas, Tex.
Phone: CE 7955

Clarke R. Brown.

Stations Represented—KOY, Phoenix, KTUC, Tucson, Ariz.; KHJ, Los Angeles, Calif.; KFXM, San Bernardino, Calif.; KGB, San Diego, Calif.; San Francisco, Calif.; KDB, Santa Barbara, Calif.; KGDM, Stockton, Calif.; KFEL, Denver, Colo.; WJAX, Jacksonville, Fla.; WOAM, Miami, Fla.; WDBO, Orlando, Fla.; WFLA, Tampa, Fla.; WGST, Atlanta, Ga.; KIDO, Boise, Idaho, WLS, Chicago, Ill.; WIBC, Indianapolis, Ind.; WKLO, Louisville, Ky.; WDSU, New Orleans, La.; WFBR, Baltimore, Md.; WHDH, Boston, Mass.; WLOL, Minneapolis-St. Paul, Minn.; WHB, Kansas City, Neb.; KXOK, Louis, Mo.; KODY, North Platte, Neb.; WOW, Omaha, Neb.; WNEW, New York, N. Y.; KFYR, Bismarek, N. D.; WBNS, Columbus, Ohio; KRMG, Tulsa, Okla.; KPOJ, Portland, Oregon; WWSW, Pittsburgh, Pa.; KGBI, Scranton, Pa.; WSPA, Spartanburg, S. C.; KLYN, Amarillo, Tex.; WRR, Dallas, Tex.; KEPO, El Paso, Tex.; KFJZ, Ft. Worth, Tex.; KTRH, Houston, Tex.; KABC, San Antonio, Tex.; KWFT, Wichita Falls, Tex.; KDYL, Salt Lake City, Utah; WMBC, Richmond, Va.; KING, Seattle, Wash.

BLAIR-TV, INC.

22 E. 40 St., New York 16, N. Y.

Phone: MURray Hill 9-6084

President. William H. Weldon
Sales Development Mgr. Wells H. Barnett
Branch Offices

520 No. Michigan Ave., Chicago 11, Ill.

Phone: Snpierior 7-8659

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: Granite 6103

608 Russ Bldg., San Francisco 4, Calif.

Phone: Douglas 2-3188

1115 Book Bldg., Detroit 26, Mich.

Phone: Woodward 5-3230

1148 Paul Brown Bldg., St. Louis 1, Mo.

Phone: Chestnut 5688

Rio Grande Natl. Bldg., Field & Elm Sts.,
Dallas, Texas.

Phone: Randolph 7955

Radio-TV Station Representatives

TV Stations Represented—WBNS-TV, Columbus, O.; KTSI, Los Angeles, Calif.; WDSU-TV, New Orleans, La.; WOW-TV, Omaha, Neb.; KEYL, San Antonio, Texas.; WTVR, Richmond, Va.; KODYL-TV, Salt Lake City, Utah; KING-TV, Seattle, Wash.

THE BOLLING COMPANY, INC.

180 Lexington Ave., New York 17, N. Y.
Phone: Plaza 9-8150

President.....George W. Bolling
Vice-President.....E. Schuyler Ensell
Secretary.....Robert H. Bolling

Branch Offices

360 N. Michigan Ave., Chicago 1, Ill.
Phone: Dearborn 2-5277

Executive-in-Charge.....John B. Stebbins
6912 Hollywood Blvd., Hollywood 28, Calif.
Phone: Granite 2248

Executive-in-Charge.....Norman E. Noyes
Nob Hill Circle, San Francisco, Calif.
Phone: Yukon 6-2187

Executive-in-Charge.....B. Newlin
AM & FM Stations Represented WROW,
Albany; WELI, Battle Creek; WNEB, Binghamton; WCFL, Chicago; KFGO, Fargo; WANE, Fort Wayne; WHP, Harrisburg; WBIR, Knoxville; WMAW, Milwaukee;

WVET, Rochester; KQAN, Scranton; WHOT, South Bend; WTHL, Terre Haute; WILM, Wilmington; WNEB, Worcester.

TV Stations Represented WNEB-TV, Binghamton.

Network Represented Granite State Network.

THE BRANHAM COMPANY

230 Park Ave., New York 17, N. Y.
Phone: Murray Hill 6-1860

President.....M. H. Long
Vice-President.....Joseph E. Timlin

Branch Offices

360 N. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-5726

Chairman of Board.....John Peirce
V. P.....C. B. Peterson
7236 General Motors Bld., Detroit 2, Mich.
Phone: Trinity 1-0110

Executive-in-Charge.....Harry Anderson
First National Bank Bldg., Dallas 1, Tex.
Phone: Riverside 1884

Executive-in-Charge.....J. S. McCaulley
Rhodes Haverty Bldg., Atlanta 3, Ga.
Phone: Walnut 3025

Executive-in-Charge.....H. L. Ralls
Arcade Bldg., St. Louis 1, Mo.
Phone: Chestnut 6192

**Movies
were invented**

**PEOPLE STILL GO
TO THE THEATRE**



**Airplanes
were invented**

**but
PEOPLE STILL RIDE ON TRAINS**



**Television has made
a place for itself**

but

**RADIO WILL
ALWAYS BE AN IMPORTANT
MEDIUM FOR ADVERTISING
AND ENTERTAINMENT**



Adam J. Young Jr.

22 EAST 40th STREET • NEW YORK, N. Y.
RADIO & TELEVISION REPRESENTATIVES
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

Radio-TV Station Representatives

Executive-in-Charge.....J. E. Nicholson
5 Third St., San Francisco 3, Calif.

Phones Garfield 1-6740

Executive-in-Charge.....George D. Close
2978 Wilshire Blvd., Los Angeles 5, Calif.

Phone: Dunkirk 8-8158

Executive-in-Charge.....Jesse M. Laughlin
612 Commercial National Bank Bldg.,
Charlotte 2, N. C.

Phone: 8839

Executive-in-Charge.....B. C. 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, WNEB, Macon, Ga.; WTPS, New Orleans, La.; KWKH, Shreveport, La.; WRBC, Jackson, Miss.; WCPO, Cincinnati, O.; WDEF, Chattanooga, TN; WTJS, Jackson, WNOX, Knoxville, WMC, Memphis, Tenn.; KFDA, Amarillo, 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, WWSW, Cleveland, Ohio; WMCT, Memphis,

Tenn.; KRLD-TV, Dallas, Tex.

BURN-SMITH CO., INC.

19 W. 44 St., New York 18, N. Y.

Phone: MU 2-3124-5

Vice Pres.-Eastern Mgr.....C. Stanley Bailey
Branch Offices

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

Phone: Central 6-4437

Pres.-Treasurer.....John A. Toothill
646 Chamber of Commerce Bldg.

Los Angeles 15, Calif.

Phone: Richmond 6184

Manager.....Clark Barnes

AM & FM Stations Represented—KRIZ, Phoenix, Ariz.; WFOX, Long Beach, KLX, Oakland, KSBW, Salinas, Cal.; WRUF, Gainesville, Fla.; WALB, Albany, WBGE, Atlanta, Ga.; WWXL, Peoria, Ill.; WCNB, Connersville, WTRC, Elkhart, WJVA, South Bend, Ind.; KCRC, Cedar Rapids, Iowa; WLBK, Bowling Green, WHLN, Harlan, WVLK, Lexington, WKYW, Louisville, WOMI, Owensboro, Ky.; WBOC, Salisbury, Md.; WBCK, Battle Creek, WKLA, Ludington, WKBZ, Muskegon, Mich.; WCMA, Corinth, Miss.; WKOP, Binghamton, N. Y.; WCNC, Elizabeth City, WFLB, Fayetteville, WGBG, Greensboro, WMFR, High Point, WFTC, Kinston, WSTP, Salisbury, WMFD, Wilmington, N. C.; KWJJ, Portland, Ore.;

WANT to SELL EUROPE?

-your ideas? -your products?

RADIO LUXEMBOURG

250,000 watts clear channel*

You will reach *more* people with
greater conviction . . . for less money.

Mornings: 3 million Share of radio audience:

Noon: 5 million French 25.9% } sets in use
Night: 10 million British 14.0% }

Details on Request

Exclusive Representative USA

GUY BOLAM

American Sales & Servicing Agency

* Long Wave

Tel. AL 4-7881

175 FIFTH AVENUE

NEW YORK 10, N. Y.

• • • Radio-TV Station Representatives • • •

WJSW, Altoona, WMRF, Lewistown, WBAX, Wilkes-Barre; W WPA, Williamsport, Pa.; WAIM, Anderson, WHAN, Charleston, S.C.; WOPI, Bristol, WDXI, Jackson, WATO, Oak Ridge, WENK, Union City, Tenn.; WDVA, Danville, WCAV, Norfolk, WSSV, Petersburg, WROV, Roanoke, Va.; WEPM, Martinsburg, W. Va.; WIBJ, Madison, Poynette, Ariz.

CAPPER PUBLICATIONS, INC.

1035 Topeka Blvd., Topeka, Kans.

Phone: 3-2377

General Manager.....Ben Ludy
Branch Offices

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

Phone: LE 2-1250

Executive-in-charge.....William L. McKee.

333 No. Michigan Ave., Chicago 1, Ill.

Phone: CEntral 6-5977

Executive-in-charge.....Terry Hughe

300 Walthor Bldg., Kansas City 6, Mo.

Phone: Victor 3864

Executive-in-charge.....Joseph H. Story, Jr.

1207 Russ Bldg., San Francisco 4, Calif.

Phone: Douglas 6184

Executive-in-charge.....Fred Jameson

(Walter Biddick Company)

1151 South Broadway, Los Angeles 15, Calif.

Executive-in-charge.....Guy Biddick

Stations Represented -WIBW, WIBW-FM,

Topeka, Kansas.; KCKN, KCKN-FM, Kansas

City, Mo.

THOMAS F. CLARK COMPANY, INC.

205 E. 42nd 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—WKLF, Clanton,

Alabama; KGIW, Alamosa, KIUP, Durango,

KOKO, La Junta, KVRH, Salida, KPHC,

Walsenburg, Colo.; WTNT, Tallahassee,

Fla.; WFRP, Savannah, WMJM, Cordele,

WMGA, Moultrie, WLET, Toccoa, WKTC,

Thomasville, Ga.; WKIC, Hazard, Ky.;

WIHL, Hammond, La.; WSNJ, Bridgeton,

N. J.; WMBO, Auburn, WNBZ, Saranac

Lake, WRRL, Woodside, N. Y.; WPAQ,

Mt. Airy, WENC, Whiteville, WLTC, Gas-

tonia, N. C.; KDSJ, Deadwood, S. D.;

KVWC, Vernon, Texas; WFLO, Farmville,

Va.; WLDY, Ladysmith, Wisc.

CLARK-WANDLESS-MANN, INC.

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

Phone: ORegon 9-1575

President.....H. J. Wandless

Vice-President.....S. A. Mann

Secy.-Treasurer.....M. E. Miklos

AM & FM Stations Represented—Colom-

bia; HJKJ, IJJKL, & HJKJ-FM, "Emisora Nueva Granada", Bogota; Cuba: RHC-Blue Network; Ecuador: HC2AN & HC2DC, "Radio Cenit", Guayaquil; Honduras: HRQ, "Radio Suyapa", San Pedro Sula; Nicaragua: YNW & YNW1, "Radio Mundial", Managua; YNWW, "Radio Sport", Granada; YNJAT & YNJATL, "La Voz del Aire", Léon; Panama: HOA, HOB, HP5C, "Radio Panamericana", Panama City; HOW, "Radio Panamericana", Colon; HOG, Panama City; Puerto Rico: WAPA, San Juan; Salvador: YSO, "La Voz de la Democracia", San Salvador; Virgin Islands: WSTA, Charlotte Amalie.

LIONEL COLTON

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

Phone: MURray Hill 7-5341

Owner.....Lionel Colton

Secy.....Elizabeth Kirby

Stations Represented: WKY, Frankfurt;

WSFC, Somerset, Ky.; WBET, Brockton;

WCCM, Lawrence, Mass.; WIBX, Utica,

N. Y.; WERI, Westerly, R. I.

CONTINENTAL RADIO SALES

111 S. 5th St., Philadelphia, Pa.

Phone: LOmbard 3-0302

Manager.....R. Butche

Branch Offices

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

Manager.....Stephanie Maytas

228 No. La Salle St., Chicago, Ill.

Manager.....R. Olson

Stations Represented—WEBJ, Brewton,

WCTV, Greenville, Ala.; KFFA, Helena,

KELD, El Dorado, Ark.; WJOI, Florence,

Ala.; KXJK, Forrest City, KDRS, Paragould,

Ark.; KYTL, Mesa, Ariz.; KICO, Calexico,

Calif.; WTOR, Torrington, Conn.; KGFN,

Grass Valley, Calif.; WCFM, Washington,

D. C.; WWPE, Palatka, Fla.; WDEC, Americus;

WMLT, Dublin; WBLJ, Dalton; WSGC,

Elberton, Ga.; KRPL, Moscow, Idaho;

WJMB, Brookhaven, Miss.; WJJW, Wyand-

otte, Mich.; WAGM, Presque Isle, Me.;

WACA, HavreDeGrace, Mich.; KICA, Clovis,

N. Mex.; WFGV, Fuguay Springs; WSC,

Statesville; WBUY, Lexington, N. C.; KCHS,

Hot Springs, N. Mex.; WNNC, Newton,

WTSB, Lumberton; WHKP, Hendersonville;

WHPE, High Point; WHED, Washington;

WGNC, Gastonia; WFLB, Fayetteville, N.

C.; WAND, Canton, Ohio; KWHW, Altus;

KWCO, Chichasha; KMUS, Muskogee;

KLPR, Oklahoma City, Okla.; WKPA, New

Kensington; WKOK, Sunbury; WLBR,

Lebanon, Pa.; WPRM, Mayaguez, Puerto

Rico; WGFX, Pierre, S. D.; WTND, Or-

angeburg, S. C.; WJMM, Lewisburg; WHBT,

Harriman, Tenn.; WLAR, Athens; WHUB,

Cookeville, Tenn.; KRBA, Lufkin; KDWT,

Stamford, Tex.; WIGM, Medford, Wis.

Radio-TV Station Representatives

DONALD COOKE INC.

551 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 2-7270

Sales Manager Michael Renault
Tele. Manager Donald Cooke

Branch Offices

1323 Penobscot Bldg., Detroit 26, Mich.
Executive-in-Charge..... Charles J. Sheppard
228 N. La Salle St., Chicago 1, Ill.

Phone: State 2-5096

Executive-in-Charge..... Fred R. Jones
402 Swetland Bldg., Cleveland 15, O.

Phone: PR 6100

Executive-in-Charge..... Howard McClenahan
528 N. La Cienega Blvd., Los Angeles 48, Cal.

Phone: Crestview 5-2022

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—KRUX,

Phoenix, Ariz.; KPAS, Banning, KVCE, Santa Ana, Calif.; WEAM, Washington, D. C.; WWPB, Miami, Fla.; WIBR, Baton Rouge, La.; KROX, Crockett, Minn.; WCMB, Harrisburg, Penn.; KLAS, Las Vegas, Nev.; WUSN, Charles, S. C.; KTRC, Santa Fe, N. M.; WKPT, Kingsport, Tenn.; WSSB, Durham, N. C.; WREL, Lexington, WHAP, Hopewell, Va.; KTIP, Porterville, KWTC, Barstow, KVEN, Ventura, Calif.; KDZA, Pueblo, Colo.; WONN, Lakeland, Fla.; WTXL, Springfield, Mass.; WSHB, Stillwater, Minn.; KAVR, Havre, Mont.; WCDL, Carbondale, Penn.; KOAT, Albuquerque, N. M.; KISD, Sioux Falls, S. D.; WKAL, Rome, N. Y.; KFRO, Longview, Texas; WHKP, Heudersonville, N. C.; WAYB, Waynesboro, Va.; KPUG, Bellingham, Wash.; KOCS, Ontario, KRNO, San Bernardino, KSMA, Santa Maria, Calif.; WINK, Fort Meyers, WIRK, West Palm Beach, Fla.; WTAO, Cambridge-Boston, Mass.; WKLK, Cloquet, Minn.; KIYI, Shelby, Mont.; WHJB, Greensburg, Penn.; KRSN, Los Alamos, N. M.; WIBK, Knoxville, Tenn.; WGVA, Geneva, N. Y.; KCTI, Gonzales, Texas; KASH, Eugene, Ore.; WMEV, Marion, Va.; WOSH, Oshkosh, WRAC, Racine, Wis.; WVVW, Fairmont; WHAW, Weston, W. Va.

TV Stations Represented—WKTU, Utica, N. Y.

HARRY E. CUMMINGS

1306 Barnett National Bank Bldg.,
Jacksonville 2, Fla.

Phone: 6-5770

Owner..... Harry E. Cummings

AM & FM Stations Represented—WDIG, Dothan, Ala.; WQAM, Miami; WFLA, Tampa; WJAX, Jacksonville; WDBO, Orlando; WTAL, Tallahassee, Fla.; WHIO,

Dayton, Ohio; WSPA, Spartanburg, S. C.; WROL, Knoxville, Tenn.

EVERETT-McKINNEY, INC.

40 E. 49 St., New York 17, N. Y.
Phone: Plaza 9-3747

President..... Max M. Everett
V-Pres. & Treas..... R. H. McKinney
Secretary..... George Allan
Sales Mgr..... Powell H. Ensign

Branch Offices

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

Phone: Superior 7-9866

Executive-in-Charge..... Carl Jewett
521 LaCienega Blvd., Los Angeles 48, Cal.

Phone: Crestview 5-2022

Exec-in-Charge..... Lee F. O'Donnell
544 Russ Building, San Francisco 4, Cal.

Phone: Douglas 2-4586

Exec-in-Charge..... William A. Ayres
AM & FM Stations Represented—WTHH,

Hartford, WSTC, Stamford, Conn.; WDAN, Danville, Ill.; IOWA Tall Corn Group; KWCR, Cedar Rapids, KROS, Clinton, KSWI, Council Bluffs, KSIB, Creston, KSTT, Davenport, KDEC, Decorah, KDTH, Dubuque, KQFD, Fort Dodge, KOKX, Keokuk, KFJB, Marshalltown, KRIB, Mason City; KWPC, Muscatine, KICD, Spencer, KCOM, Sioux City; WLAM, Lewiston, WPOR, Portland, Me.; WBEC, Pittsfield, Mass.; WENY, Elmira, WWSC, Glens Falls, WHDL, Olcan, WHEC, Rochester, N. Y.; WDOK, Cleveland, WLEC, Sandusky, O.; KFLW, Klamath Falls, KORE, Eugene, KSLM, Salem, Ore.; WPAM, Pottsville, WRAK, Williamsport, Pa.; KCOC, San Antonio, KWTX, Waco, Tex.; WHBY, Appleton, WLIP, Kenosha, Wis.

FORJOE & COMPANY, INC.

19 W. 44th St., New York 18, N. Y.
Phone: MU 7-5343

President Joseph Bloom
Gen. Mgr. Joseph Ruggiero
Sales Mgr. Bernard Howard
Acct. Executive Helen Wood

Branch Offices

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

Phone: Andover 3-5364

Co-Manager..... William Wyatt
Co-Manager..... Robert Balfour
1127 Wilshire Blvd., Los Angeles, Calif.

Phone: Madison 6-8329

Manager Lawrence Krasner
607 Market Street, San Francisco 5, Calif.

Phone: Sutter 1-7569

Manager Zonabelle Samson
414 Mortgage Guarantee Bldg., Atlanta, Ga.

Phone: Alpine 1241

Co-Manager Clayton Cossé
Co-Manager Mrs. Dora Cossé
(Declined To List Stations Represented)

Radio-TV Station Representatives

FREE & PETERS, INC.

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

Phone: Plaza 9-6022

President.....H. Preston Peters

TV Department—John W. Brooke, Robert J. McNamara, Elliott W. Reed.

Exec. Vice-Pres.....Russel Woodward

Vice-Pres.....Jones Seavern

Ewart M. Blain, William N. Davidson, Martin

L. Henry, Robert R. Somerville, John A.

Thompson, Joseph C. Amaturo.

Branch Offices

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

Phone: Franklin 2-6373

Vice-Pres.....Lloyd Griffin

Vice-Pres.....John A. Cory

Arthur W. Bagee, John E. Erickson, Jr.,

Raymond M. Neihengen.

TV—Richard F. Kieling, William J.

Tynan, William B. Wiemers, Jr.

322 Palmer Building, Atlanta 3, Ga.

Phone: Main 5667

Mgr.....James M. Wade

3463 Penobscot Bldg., Detroit 26, Mich.

Phone: Woodward 1-4255

Mgr.....W. W. Bryan

406 W. 7th St., Fort Worth 2, Texas

Phone: Fortune 3349

Mgr.....Joseph W. Evans

6331 Hollywood Blvd., Hollywood 28, Cal.

Phone: 9-2151

Mgr.....Hal W. Hoag

Ch. of Board.....James L. Free

58 Sutter St., San Francisco 4, Calif.

Phone: Sutter 1,4353

Mgr.....A. Leo Bowman

AM & FM Stations Represented—WBZ-

WBZA, Boston-Springfield, Mass.; WGR,

Buffalo, WMCA, New York, N. Y.; KYW,

Phila., KDKA, Pittsburgh, Pa.; WFBL,

Syracuse, N. Y.; WCSC, Charleston, WIS,

Columbia, S. C.; WGH, Norfolk, Va.;

WPTF, Raleigh, N. C.; WDBJ, Roanoke,

Va.; WHO, Des-Moines, WOC, Davenport,

Iowa; WDZ, Decatur, Ill.; WDSM, Duluth,

Minn.; WDAY, Fargo, N.D.; WOWO, Ft.

Wayne, WISH, Indianapolis, Ind.; KMBC-

KFRM, Kansas City, Mo.; WAVE, Louis-

ville, Ky.; WTCN, Minneapolis-St. Paul,

Minn.; KFAU, Omaha, Neb.; WMBD,

Peoria, Ill.; KSD, St. Louis, Mo.; KFDM,

Beaumont, KVAL, Brownsville, KRIS, Cor-

pus Christi, WBAP, Ft. Worth-Dallas, KXYZ,

Houston, KTSA, San Antonio, Texas; KOB,

Albuquerque, N. M.; KDSH, Boise, Idaho;

KVOD, Denver, Colo.; KGMB-KHBC, Hon-

olulu-Hilo, Hawaii; KEX, Portland, Ore.;

KIRO, Seattle, Wash.

TV Stations Represented WOC-TV, Dav-

enport, Iowa; WBAP-TV, Ft. Worth-Dallas,

WAVE-TV, Louisville, Texas; WTVJ, Miami,

Florida; WTCN-TV, Minneapolis, Minn.;

WPJX, New York, N. Y.; KSD-TV, St. Louis,

Mo.; KRON-TV, San Francisco, Calif.

PAUL GIRARD COMPANY

Tower Petroleum Bldg., Dallas 1, Tex.

Phone: Riverside 3518-1419

Owner.....Paul Girard

Executive Assistant.....Leta Ford

AM & FM Stations Represented: KWHN,

Ft. Smith; KWFC, Hot Springs, Ark.;

WGM, Greenville, Miss.; KGLC, Miami;

KOMA, Oklahoma City; KTUL, Tulsa,

Okla.; KAMQ, Amarillo; KBUD, Athens;

KIOX, Bay City; KTRM, Beaumont; KHUZ,

Borger; KSTB, Breckenridge; KBOR,

Brownsville; KWBC, Ft. Worth; KFRO,

Longview; KSEL, Lubbock; KRIO, Mc-

Allen; KIMP, Mt. Pleasant; KSFA, Nacog-

doches; KPDN, Pampa; KPTL, Paris;

KTLW, Texas City; KTFE, Texarkana;

KGKB, Tyler; WACO, Waco, Texas.

IRENE GRIFFITH

7079 Hollywood Blvd., Hollywood 28, Calif.

Phone: HUDson 2-7391

Executive-in-charge.....Irene Griffith

Also west coast offices for Everett-McKin-

ney, Inc., 40 E. 49 St., New York, N. Y. The

Friedenberg 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

Vice-President.....A. M. Martinez

Stations Represented in—Bolivia, Brazil,

Chile, Colombia, Costa Rica, Cuba, Domin-

ican Republic, Ecuador, Guatemala, Hon-

duras, Mexico, Nicaragua, Panama, Peru,

Puerto Rico, El Salvador, Uruguay and

Venezuela.

TV Station Represented CMQ-TV, Ha-

vana, Cuba.

H-R REPRESENTATIVES, INC.

105 Lexington Avenue, New York 17, N. Y.

Phone: MURray Hill 3-9324

Pres. & Treas.....Frank M. Headley

Exec. Vice-Pres.....Dwight S. Reed

Vice-Pres. & Sec.....Frank E. Pellegrin

Vice-Pres.....Carlin S. French

Vice-Pres.....Paul R. Weeks

Branch Offices

35 East Wacker Drive, Chicago 1, Ill.

Phone: Randolph 6-0113

110 Sutter Street, San Francisco, Calif.

Phone: Exbrook 2-3407

AM & FM Stations Represented KMPC,

Los Angeles, Calif.; WONS, Hartford, Conn.;

WROK, Rockford, Ill.; WMAY, Springfield,

Ill.; KXXX, Colby, Kan.; WFGF, Kalamazoo,

WJIM, Lansing, Mich.; WJW, Cleveland,

WCOL, Columbus, Ohio; WMBG, Altoona,

Pa. (We also represent Transit Radio Sta-

tions.)

TV Station Represented WJIM-TV, Lan-

sing, Mich.

Radio-TV Station Representatives

HARRINGTON, RIGHTER & PARSONS, INC.

347 Madison Ave., New York 17, N. Y.
 Phone: LE 2-1741
TV Department

President.....John E. Harrington, Jr.
 Vice Pres.....Volney Righter
 Vice Pres.....James O. Parson, Jr.
 Acct. Executive.....John F. Dickinson
 Acct. Executive.....Burton Adams

Branch Office

Tribune Tower, Chicago, Ill.
 Phone: Whitehall 4-074

Executive-in-charge.....Carroll R. Layman
TV Stations Represented—WAAM, Baltimore, Md.; WDAF-TV, Kansas City, Mo.; WBEN-TV, Buffalo, N. Y.; WFMY-TV, Greensboro, N. C.; WTMJ-TV, Milwaukee, Wis.; WTTG, Washington, D. C.

HEADLEY-REED COMPANY

420 Lexington Ave., New York 17, N. Y.
 Phone: MURray Hill 3-5467

President.....Frank W. Miller, Sr.
 Vice-President Chg. TV...William B. Faber
 Vice-President Chg. AM...Sterling Beeson
 Vice-President.....John W. Wrath
 Secy.-Treas.....Frank W. Miller, Jr.

Branch Offices

230 N. Michigan Ave., Chicago 1, Ill.
 Executive-in-charge.....John W. Wrath
 2019 Penobscot Bldg., Detroit 26, Mich.
 Executive-in-charge.....Harold V. Barrett
 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
 International Trade Mart Bldg.,
 New Orleans 15, La.

Executive-in-charge.....Milton De Reyna
Stations Represented— WSGN, Birmingham, WHBS, Huntsville, WALA, Mobile, WSFA, Montgomery, Ala.; KJBS, San Francisco, Calif.; WELL, New Haven, Conn.; WRDW, Augusta, WDAK, Columbus, Ga.; WEEK, Peoria, Ill.; WGL, Ft. Wayne, Ind.; WITH, Baltimore, Md.; WSAR, Fall River, Mass.; WKMh, Dearborn-Detroit, WSAM, Saginaw, Mich.; WTKO, Meridian, Miss.; KFEQ, St. Joseph, Mo.; WBAB, Atlantic City, N. J.; WHLD, Niagara Falls, WSYR, Syracuse, WTRY, Troy, WFAS, White Plains, N. Y.; WWNC, Asheville, WSJS, Winston-Salem, N. C.; KOTA, Rapid City, S. Dak.; WCOL, Columbus, WONE, Dayton, WFMJ, Youngstown, O.; WSAW, Allentown, WICU (Television), Erie, WJAC, Johnstown, WLAN, Lancaster, WEEU, Reading, Pa.; WAPO, Chattanooga, Tenn.; KOL, Seattle, KSPO, Spokane, Wash.; WKMh, Dearborn-Detroit, Mich.; KOTA, Rapid City, S. D.; WRDW, Augusta, Ga.

TV Stations Represented— WSYR-TV, Syracuse, N. Y.; WICU, Erie, WJAC-TV, Johnstown, Pa.; WTVN, Columbus, Ohio.

GEORGE P. HOLLINGBERY CO.

307 N. Michigan Ave., Chicago 1, Ill.
 Phone: Andover 3-2636

President.....George P. Hollingbery
Branch Offices

500 Fifth Ave., New York 17, N. Y.
 Phone: BRyant 9-3960

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.....Richard N. Hunter
AM & FM Stations Represented—WADC, Akron, Ohio; WAEB, Allentown, Pa.; WJBO, Baton Rouge, La.; WBCM, Bay City, Mich.; WINR, Binghamton, N. Y.; KOPR, Butte, Mont.; WTMA, Charlestown, S. C.; WRBL, Columbus, Ga.; WBTM, Danville, Va.; WHIO, Dayton, Ohio; WWJ, Detroit, Mich.; KTSM, El Paso, Texas; WBIG, Greensboro, N. C.; WFOR, Hattiesburg, Miss.; KPOA, Honolulu, Hawaii; WJDX, Jackson, Miss.; KSJB, Jamestown, N. D.; WAML, Laurel, Miss.; KGHI, Little Rock, Ark.; WLVA, Lynchburg, Va.; WIOD, Miami, Fla.; WQUA, Moline, Ill.; WWEZ, New Orleans, La.; KOOL, Phoenix, Ariz.; WJAS, Pittsburgh, WHUM, Reading, KOLO, Reading, Pa.; WHAM, Rochester, N. Y.; KUTA & Rocky Mountain Network, Salt Lake City, Utah; KITO, San Bernardino, KCBQ, San Diego, KYA, San Francisco, KIST, Salta Barbara, Calif.; WSAV, Savannah, Ga.; WARM, Scranton, Pa.; KVI, Seattle, Wash.; KSCJ, Sioux City, Ia.; WORD, Spartanburg, S. C.; KNEW, Spokane, Wash.; WSPR, Springfield, Mass.; KGBX, Springfield, Mo.; KCNA, Tucson, Ariz.; WAMS, Wilmington, Del.

TV Stations Represented—WHIO-TV, Dayton, Ohio; WWJ-TV, Detroit, Mich.; WHAM-TV, Rochester, N. Y.

HAL HOLMAN COMPANY

360 N. Michigan Ave., Chicago 1, Ill.
 Phone: FRanklin 2-0016

Owner.....Hal Holman
Branch Offices

55 W. 42nd St., New York 18, N. Y.
 Phone: LO 3-6741

6381 Hollywood Blvd., Los Angeles 28, Calif.
 Phone: Hywd 5408

Manager.....Tracy Moore
 79 Post St., San Francisco 4, Calif.
 Phone: Exbrk 8033

Manager.....Tracy Moore

Radio-TV Station Representatives

AM & FM Stations Represented—WTCM, Traverse City, WATT, Cadillac, WATZ, Alpena, WMBN, Petoskey, WATC, Gaylord, WABJ, Adrian, WPAC, Ann Arbor, WHFB, Benton Harbor, WHLS, Port Huron, *WIBM, Jackson, WMUS, Muskegon, WKNX, Saginaw, Mich.; WIBV, Belleville, WCAZ, Carthage, WHOW, Clinton, WLBM, Mattoon, WLDS, Jacksonville, WKAN, Kankakee, WVLN, Olney, WSIV, Pekin, Ill.; WCBC, Anderson, WBAT, Marion, *WLBC, Muncie, WKAM, Warsaw, WWCW, Gary, Ind.; KFIZ, Fond du Lac, WTWT, Stevens Point, Wisc.; WCRK, Morristown, WCNS, Murfreesboro, WTPR, Paris, Tenn.; WKCT, Bowling Green, WHIR, Danville, WMIK, Middlesboro, Ky.; KFXJ, Grand Junction, KGLN, Glenwood Springs, KFKA, Greeley, Colo.; WAYX, Waycross, Ga.; WKAX, Birmingham, Ala.; *WPIN, Clearwater, Fla.; KGAR, Garden City, Kan.; KNEB, Scottsbluff, Neb.; KWAL, Wallace, Idaho; *KOWL, Santa Monica, Calif.

*Midwest representation only.

INDEPENDENT METROPOLITAN SALES

55 West 42nd St., New York 18, N. Y.
Phone: LOngacre 3-6741

Owner Jack Koste

Branch Offices

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

Phone: FRanklin 2-0016

5225 Wilshire Blvd., Los Angeles 36, Calif.

Phone: YORk 8812

681 Market St., San Francisco 5, Calif.

Phone: YUKon 6-9621

AM & FM Stations Represented—WKAB, Mobile, Ala.; METROPOLITAN NETWORK, Washington, D. C.; WPIN, St. Petersburg, Fla.; WIKY, Evansville, Ind.; WXLW, Indianapolis, Ind.; WAGF, Springfield, Mass.; WJXN, Jackson, Miss.; KLMS, Lincoln, Nebr.; KFMJ, Tulsa, Okla.; WTEL, Philadelphia, Pa.; WHHM, Memphis, Tenn.; KATL, Houston, KITE, San Antonio, Tex.; WXGI, Richmond, Va.; KTBL, Tacoma, Wash.; WHTN, Huntington, W. Va.

THE KATZ AGENCY, INC.

488 Madison Ave., New York 18, N. Y.
Phone: Plaza 9-4460

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

Branch Offices

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

Phone: Central 6-4006

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. Brimm
Russ Bldg., San Francisco 5, Calif.

Phone: Sutter 1-7434

Mgr.....D. C. Staley
530 W. Sixth St., Los Angeles 14, Calif.

Phone: Tucker 3219

Mgr.....S. J. Reulman

AM & FM Stations Represented—KLZ, Denver, Colo.; WPDQ, Jacksonville, WGBS, Miami, WDAE, Tampa, Fla.; WAGA, Atlanta, WMAZ, Macon, WTOG, Savannah, Ga.; KGU, Honolulu, Hawaii; WIND, Chicago, Ill.; WEOA, Evansville, WFBM, Indianapolis, Ind.; WMT, Cedar Rapids, KRNT, Des Moines, Ia.; WWL, New Orleans, La.; WCOP, Boston, Mass.; WJBK, Detroit, WFDF, Flint, WOOD, Grand Rapids, Mich.; KWK, St. Louis, Mo.; KGH, Billings, Mont.; WKKW, Albany, WEBR, Buffalo, WARC, Rochester, N. Y.; WKRC, Cincinnati, WSPD, Toledo, O.; WKY, Okla. City, Okla.; WKST, New Castle, WFIL, Phila., WCAE, Pittsburgh, Pa.; WNAX, Yankton, S. D.; WREC, Memphis, WSIX, Nashville, Tenn.; KHQ, Spokane, Wash.; WHIS, Bluefield, WMMN, Fairmont, W. Va.; WISN, Milwaukee, Wisc.

TV Stations Represented—KLAC-TV, Los Angeles, Calif.; WNHC-TV, New Haven Conn.; WAGA-TV, Atlanta, Ga.; WFBM-TV, Indianapolis, Ind.; WMAR-TV, Baltimore, Md.; WJBK-TV, Detroit, Mich.; WHEN, Syracuse, N. Y.; WKRC-TV, Cincinnati, WXEL, Cleveland. WSPD-TV, Toledo, O.; WKY-TV, Okla. City, Okla.; WFIL-TV, Phila., Pa.; WSAZ-TV, Huntington, W. Va.; KPAX, San Francisco, Calif.; KMTV, Omaha, Nebr.

JOHN KEATING

414 Alderway Bldg., Portland 5, Ore.

Phone: Beacon 4107

Manager.....Don P. Motter

Branch Office

408 Second & Pine Bldg., Seattle 1, Whas.
Executive-in-charge...James A. McLoughlin

Stations Represented—OREGON: KVAS, Astoria; KBKR, Baker; KBND, Bend; KFJI, Klamath Falls; KLBK, La Grande; KMED, Medford; KNPT, Newport; KODI, The Dalles; KOOS, Coos Bay; KORE, Eugene; KRNR, Roseburg; KRUL, Corvallis; KSLM, Salem; KSRV, Ontario; KTLI, Tillamook; KUIN, Grants Pass; KWIL, Albany;

Radio-TV Station Representatives

KWIN, Ashland; KWRC, Pendleton; WASHINGTON:KBRC, Mt. Vernon; KBRO, Breiner-ton; KELA, Centralia; KGA, Spokane; KGY, Olympia; KIT, Yakima; KMO, Ta-coma; KOL, Seattle; KOMW, Onak; KONP, Port Angeles; KPKW, Pasco; KPQ; Wen-athee; KUJ, Walla Walla; KVAN, Van-couver; KVOS, Bellingham; KWLK, Long-view; KXRO, Aberdeen; IDAHO: KRLC, Lewiston; KTFI, Twin Falls; KIEM, Eureka, Calif.

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

Manager (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, WGW, Gadsden, WCOV, Montgomery, WGW, Selma, Ala.; KFSA, Ft. Smith, KBRS, Springdale, KLRA, Little Rock, Ark.; KCSJ, Pueblo, Col.; WJBF, Augusta, WBML, Macon, Ga.; KBUR, Bur-lington, KFNE, Shenandoah, KTRI, Sioux City, Ia.; KANS, Wichita, Kan.; WINN, Louisville, Ky.; KMLB, Monroe, KRMD, Shreveport, La.; KRVN, Lexington, Nehr.; KICA, Clovis, KAVE, Carlsbad, KSIL, Silver City, KGFL, Roswell, KWEW, Hobbs, N. M.; WLOS, Asheville, WTOB, Wiuston-Salem, N. C.; WHBC, Canton, WMAN, Mans-field, WPAY, Portsmouth, WRFD, Worthing-ington, Ohio; KTOK, Oklahoma City, KADA, Ada, KVSO, Ardmore, KCRC, Enid, KSWO, Lawton, KTM, McAles-ter, KBIX, Muskogee, KGFF, Shawnee, Okla.; WIKK, Erie, Pa.; WCOS, Columbia, S. C.; KCMC, Texarkana, KTBC, Austin, KXZY, Houston, KFDM, Wichita Falls, KGNC, Amarillo, KFYO, Lubbock, KWKC, Abilene, KTXL, San Angelo, KOSA, Odessa, KROD, El Paso, KFDM, Beaumont, KEYS, Corpus Christi, KRGV, Weslaco, KTRE, Lufkin, KTBB, Tyler, Tex.; WDUZ, Green Bay, WKBH, LaCrosse, WHBL, Sheboygan, Wis.; WOL, Washington, D. C.; WOR, New York, N. Y.; WGN, Chicago, Ill.

TV Stations Represented—WGN-TV, Chi-cago, Ill.; WAAM-TV, Baltimore, Md.; WDAF-TV, Kansas City, Mo.; WBEN-TV, Buffalo, WOR-TV, New York, N. Y.; WFMY-TV, Greensboro, N. C.; WTMJ-TV, Mil-waukee, Wis.

KETTELL-CARTER

John Hancock Bldg., Boston 16, Mass.

Phone: Liberty 2-5799

Partner.....Elmer Kettell
 Partner.....Marjorie Carter

AM & FM Stations Represented—WABI, Bangor, WLAM, Lewiston, WPOR, Portland, WTVL, Waterville, Me.; WFEA, Manchester, WKNE, Keene, WLNH, Laconia, WMOU, Berlin, N. H.; WACE, Chicopee, WALE, Fall River, WBEC, Pittsfield, WBSM, New Bedford, WEIM, Fitchburg, WHAV, Haver-hill, WKOX, Framingham, WNEB, Worces-ter, Mass.; WSKI, Montpelier, Vt.; WHIM, Providence, R. I.; WBRY, Waterbury Conn.; WOR, New York, WHCU, Ithaca, WSYR, Syracuse, N. Y.; NORTH EASTERN BROADCASTING SYSTEM; PINE TREE GROUP OF MAINE; NEW HAMPSHIRE GROUP; BAY STATE GROUP OF MASS.
TV Stations Represented—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
 Vice-President.....Helen Gill

Branch Offices

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

Phone: State 2-5282

Manager.....Howard M. Keefe
 684 S. Lafayette Pk. Pl., Los Angeles 5, Calif.

Phone: Dunkirk 7-4388

Manager.....Robert W. Walker
 68 Post St. San Francisco, Calif.

Phone: SUTTER 1-5568

Manager.....Rogers Parratt
 Rhodes-Haverty Bldg., Atlanta, Ga.

Phone: Walnut 6390

Manager.....Laurence A. Weaver, Jr.
 (Declined to list stations represented)

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

Salesman.....Edgar B. Filron

Branch Offices

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

Phone: CE 6-1742

Midwest Manager.....Don Pontius
 8 West King St., Lancaster, Pa.

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.

Phone: Yukon 6-4112

Manager.....Jack Q. Hall
AM & FM Stations Represented—

WMBG, Montgomery, Ala.; KCRA, Sacra-

• • • Radio-TV Station Representatives • • •

mento, Calif.; WDEL, Wilmington, Del.; WJNO, W. Palm Beach, Fla.; WDWS, Champaign, Ill.; WTTS, Bloomington, WKBV, Richmond, Ind.; WKBB, Dubuque, Iowa; KVOL, Lafayette, La.; WCUM, Cumberland, Md.; WKNY, Kingston, WCAT, Utica, N. Y.; WHKK, Akron, WCLT, Newark, O.; KUGN, Eugene, KMED, Medford, Ore.; 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, WSAU, Wausau, Wis.

TV Stations Represented—WDEL-TV, Wilmington, Del.; WTTV, Bloomington, Ind.; WGAL-TV, Lancaster, Pa.

NATIONAL BROADCAST SALES

25 King St. W., Toronto, Ontario
Phone: AD-laide 8895

President.....R. A. Leslie
Vice-President.....E. F. Kavanagh

Branch Office

106 Medical Arts Bldg.,
Guy & Sherbrooke Sts., Montreal, Quebec
Phone: FI 2439

Manager.....E. F. Kavanagh
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, CFGH, North Bay, CJKL, Kirkland Lake, CKGB, Timmins, Ont.; ZFY, Georgetown, CKMO, Vancouver, CHUB, Nanaimo, B. C.; CKBB, Barrie, CKEY, Toronto, CHML, Hamilton, Ont.; CKXL, Calgary, Alta.; CKOY, Ottawa, 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
East. Radio Sales Mgr.....Richard H. Close
Eastern TV Sales Mgr.....Charles Philips
Advertising & Prom. Mgr.....Jacob A. Evans
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.; WNBO, Chicago, Ill.; WPTZ, Philadelphia, Pa.; KNBH, Hollywood, Calif.; WNBK, Cleveland, O.; WNBW, Washington, D. C.; WBZ-TV, Boston, Mass.; WRGB, Schenectady, N. Y.

NATIONAL TIME SALES

17 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-0810

Sales Manager.....Arthur Gordon
Asst. Sales Mgr.....Robert J. Kizer

Branch Office

1151 So. Broadway, Los Angeles 15, Calif.
Phone: RIchmond 6184
Executive-in-charge.....Guy Biddick

AM & FM Stations Represented—WGAY, Silver Spring, Md.; KNOX, Grand Forks, N. D.; WPWA, Chester, Pa.; KCOH, Houston, Tex.; WMVI, Biloxi, Miss.; WLPO, LaSalle, Ill.

PAN AMERICAN BROADCASTING CO.

17 East 42nd St., 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 5-5956
Executive-in-charge.....Fred Jones
2978 Wilshire Blvd., Los Angeles 48, Calif.
Phone: MIch 6203
Executive-in-charge.....A. O. Dillenbeck
Mills Bldg., San Francisco, Calif.
Phone: GA 1-7950
Executive-in-charge.....Duncan Scott

AM & FM Stations Represented—Africa: South Africa, Tangier, Morocco, Mozambique, Angola; Asia: India, China, Philippines; Europe: France, Belgium, Portugal, England; South America: Bolivia, Chile, Colombia, Ecuador, Dutch Guiana, Paraguay, Venezuela, Peru; Central America: Barbados, Costa Rica, Dominican Republic, El Salvador, Haiti, Honduras, Jamaica, Mexico, Nicaragua, Panama, Puerto Rico, Trinidad; Misc. Areas: Fiji Islands.

JOHN E. PEARSON CO.

250 Park Ave., New York 17, N. Y.
Phone: PLaza 8-2255

Owner.....John E. Pearson
Executive-in-charge.....Russel Walker, Jr.
Account Executive.....John S. Stewart

Radio-TV Station Representatives

Branch Offices

333 No. Michigan Ave., Chicago 1, Ill.
Phone: Fr 2-2359

Executive-in-charge George Clark
Account Executive.....Kay Fisher
Account Executive.....John P. Rohrs
684 So. Lafayette Pk. Pl., Los Angeles 5, Calif.
Phone: Dunkirk 7-4388

Executive-in-charge.....R. W. Walker
68 Post St., San Francisco 4, Calif.
Phone: Sutter 1-5568

Executive-in-chargeRogers Parratt
(Declined To Reveal Stations Represented)

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
SalesmanW. T. Kelly

Branch Offices

122 S. Michigan Ave., Chicago 3, Ill.
Phone: Harrison 7-8085

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
2978 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Dunkirk 8-8158

Exec.-in-Charge.....H. James Thacker, Jr.
5 3d St., San Francisco 3, Calif.
Phone: Garfield 1-6740

Exec.-in-Charge.....Myron A. Elges
AM & FM Stations Represented—WDLP,
Panama City, WWPG, Palm Beach, WJHP,
Jacksonville, WCOA, Pensacola, WALT,
Tampa, WINZ, Miami Beach, WNDB, Day-
tona Beach, WTMC, Ocala, WKWF, Key
West, Fla.

EDWARD PETRY & CO., INC.

488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-0200

Radio Department

PresidentEdward Petry
Exec. Vice-Pres.....Edward E. Voynow
V-P & Eastern Sales Mgr....H. E. Ringgold
Secy.-Treas.Henry I. Christal
Sales Prom. Mgr.....Seth Dennie
Asst. Sales Prom. Mgr....Thos. B. Ellsworth
Research Mgr.William H. Steese

TV Department

Mgr. TV Sales.....Tom Dawson
Sales Prom. Mgr.....Robert L. Hutton, Jr.
Asst. Sales Prom. Mgr...LeGrand S. Redfield
Research Mgr.....Howard L. Selger

Branch Offices

400 N. Michigan Ave., Chicago 11, Ill.
Phone: Whitehall 4-0011

Exec. V-P.....Edward E. Voynow
Sales Mgr.....John Ashenburt
Genl. Motors Bldg., Detroit 2, Mich.
Phone: Trinity 5-1035

Executives: William Cartwright (AM),
Franklin M. Walker (TV)
Russ Bldg., San Francisco 4, Cal.
Exec.-in-Charge.....Earle H. Smith
Phone: Garfield 1-4082

601 W. Fifth St., Los Angeles, 13, Cal.
Exec.-in-Charge.....Charles G. Matson
Phone: Michigan 8729

Shell Bldg., St. Louis 3, Mo.
Exec.-in-Charge.....George Kercher
Phone: Chestnut 7191

M & W Tower, 311 S. Akard, Dallas 2, Texas
AM & FM Stations Represented—WSB,
Atlanta, Ga.; WBAL, Baltimore, Md.;
WNAC, Boston, Mass.; WICC, Bridgeport,
Conn.; WBEN, Buffalo, N. Y.; WGAR,
Cleveland, Ohio; FAA, Dallas-Ft. Worth,
Tex.; KSO, Des Moines, Iowa; WJR, Detroit,
Mich.; KARM, Fresno, Calif.; KPRC, Hous-
ton, Texas; 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.; KPHO, Phoenix,
Ariz.; KGW, Portland, Ore.; WEAN, Provi-
dence, 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.;
WWVA, Wheeling, West Va.; KFH, Wichita,
Kansas; The Yankee Network; Texas Qual-
ity Network.

TV Stations Represented—WSB-TV, Atlan-
ta, Ga.; WBAL-TV, Baltimore, Md.; WNAC-
TV, Roston, Mass.; WFAA-TV, Dallas, Tex.;
KPRC-TV, Houston, Tex.; KFI-TV, Los An-
geles, Calif.; WHAS-TV, Louisville, Ky.;
KSTP-TV, Minneapolis-St. Paul, Minn.;
WSM-TV, Nashville, Tenn.; WTAR-TV,
Norfolk, Va.; KPHO-TV, Phoenix, Ariz.;
WOAI-TV, San Antonio, Tex.

RA-TEL REPRESENTATIVES, INC.

420 Lexington Ave., New York 17, N. Y.
Phones: MUrray Hill 4-2549-50-51

PresidentC. A. G. Kuipers
Vice PresidentA. W. Howe
TreasurerS. P. Mahoney
SecretaryC. W. Beller
General Manager.....J. W. LeBaron

Branch Offices

360 N. Michigan Ave., Chicago 1, Ill.
Phone: Franklin 2-7979

Radio-TV Station Representatives

Exec-in-Charge Martin McGeehan
Suite No. 3, 72—11th St. N.E., Atlanta 1, 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
544 Russ Bldg., San Francisco 4, Calif.
Phone: Douglas 2-4536

Exec-in-Charge William A. Ayres
306 Empire State Bank Bldg., Dallas 1, Tex.
Phone: Prospect 7-5280

Exec-in-Charge Frederick Folks
*AM & FM Stations Represented—*KGRH,
Fayetteville, Ark.; KROW, San Francisco,
Calif.; WHOO, Orlando, Fla.; WASK, Lafa-
vette, WIMS, Michigan City, Ind.; KTOP,
Topeka, Kans.; WKYB, Paducah, Ky.;
KSYL, Alexandria, KNOE, Monroe, WNOF,
New Orleans, La.; WAAB, Worcester, Mass.;
*WEBC, Duluth, *WMFG, Hibbing, KROC,
Rochester, *WHLB, Virginia, Minn.; WCEC,
Rocky Mt., N. C.; WHHH, Youngstown, O.;
KSPL, Stillwater, Okla.; WESB, Bradford,
Pa.; KGBS, Harlingen, Texas; WSAP, Nor-
folk, Va.; WEAU, Eau Claire, *WISC,
Madison, WOMT, Manitowoc, WFOX, Mil-
waukee, WJMC, Rice Lake, Wis.; WJON,
St. Cloud, Minn.

*Arrowhead Network.

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

75 E. Wacker Dr., Chicago 1, Ill.
Vice-Pres. John North
Phone: FI 6-0964

6381 Hollywood Blvd., Los Angeles, Cal.
Exec-in-Charge Tracy Moore
Phone: Hollywood 9-5408

78 Post Street, San Francisco, Cal.
Exec-in-Charge Tracy Moore
Phone: Exbrook 2-8033

RADIO REPRESENTATIVES LIMITED

4 Albert St., Toronto 1, Ont., Canada
Phone: WAvery 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,
CJIB, Vernon, CJDC, Dawson Creek, B. C.;
CFCN, Calgary, CKRD, Red Deer, CFRN,
Edmonton, Alta.; CFQC, Saskatoon, Sask.;
CKX, Brandon, CJOB, Winnipeg, Man.;
CKPR, Fort William, CHLO, St. Thomas,
CJOY, Guclph, Ont.; CKBW, Bridgewater,
N.S.; CJRW, Summerside, P. E. I.; CKDA,
Victoria, CKOK, Penticton, B. C.

RADIO SALES

(A Division of CBS)

485 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-2000

Vice-Pres. in Charge J. Kelly Smith
General Sales Manager Carl J. Burkland
Gen. Service Mgr. Fred Mahlstedt
AM Sales Mgr. Wm. D. Shaw
TV Sales Mgr. George Dunham

Branch Offices

410 N. Michigan Ave., Chicago 11, Ill.
Manager Gordon Hayes
TV Sales Manager Sam C. Digges
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

Palace Hotel, San Francisco 5, Calif.
AM Sales Mgr. Hugh Stump
TV Sales Mgr. L. L. Thompson
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, Minne-
apolis, Minn.; KMOX, St. Louis, Mo.;
WCBS, New York, N. Y.; WCAU, Phila-
delphia, Pa.; WBT, WBT-FM, Charlotte,
N. C.; KSL, KSL-FM, Salt Lake City, Utah;
WRVA, Richmond, Va.; Columbia Pacific
Network; Columbia Calif. Network.

*TV Stations Represented—*WAFM-TV,
Birmingham, Ala.; KTTV, Los Angeles,
Calif.; WCBS-TV, New York, N. Y.; WBTB,
Charlotte, N. C.; WCAU-TV, Philadelphia,
Pa.; KSL-TV, Salt Lake City, Utah; WTOP-
TV, Washington, D. C.

Radio-TV Station Representatives

WILLIAM G. RAMBEAU CO.

Chanin Building, New York 17, N. Y.

Phone: Murray Hill 6-5940

President William G. Rambeau
 Executive Vice Pres. William M. Wilson
 Seety..... Mary Rudd

Branch Offices

333 N. Michigan Avenue, Chicago 1, Ill.

Phone: And. 3-5566

Exec-in-Charge Robert Brockman
 1746 N. Las Palmas Ave., Los Angeles 28,
 Calif.

Phone: Hillside 0388

Exec-in-Charge Jack Porter

AM & FM Stations Represented—WNAB, Bridgeport, WATR, Waterbury, WTOR, Torrington, Conn.; KFVB, Los Angeles, KSFO, San Francisco, Cal.; KMYR, Denver, Colo.; WDOV, Dover, Del.; WMBM, Miami Beach, Fla.; WGIL, Galesburg, Ill.; KXIC, Iowa City, Iowa; KARE, Atchison, Kan.; WVJS, Owensboro, Ky.; WLCS, Baton Rouge, WJBW, New Orleans, La.; WILS, Lansing, Mich.; KEYD, Minneapolis, Minn.; WLOX, Biloxi, Miss.; KSWM, Joplin, Mo.; WHOB, Gardner, WBMS, Boston, Mass.; WJTN, Jamestown, WHLI, Hampstead, WXRA, Buffalo-Kenmore, WNDR, Syracuse, N. Y.; WSKY, Asheville, N. C.; WNJR, Newark, N. J.; WLIO, E. Liverpool, WERE, Cleveland, Ohio; KGWA, Enid, Okla.; WLBR, Lebanon, WMCK, McKeesport, WPEN, Philadelphia, Pa.; KSEL, Lubbock, KLUF, Galveston, KWBC, Ft. Worth, Tex.; WAGC, Chattanooga, Tenn.; WJOY, Burlington, Vt.; KXA, Seattle, Wash.; WGEZ, Beloit, WCLO, Janesville, WLIN, Merrill, Wisc.

PAUL H. RAYMER COMPANY, INC.

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

Phone: Plaza 9-5570

President..... Paul H. Raymer
 Asst. Sales Mgr. Ralph E. McKinney
 V. P. & Mgr. TV..... Reynolds R. Kraft
 Salesman..... Charles A. Hammarstrom
 Salesman..... Lawrence Van Dolen, Jr.
 Salesman..... John S. Hughes
 TV-Salesman..... John R. Porterfield

Branch Offices

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

Exec. Vice-Pres. Fred Brokaw

Phone: Superior 7-4473

507 Statler Office Bldg., Boston 16, Mass.

Executive-in-Charge..... Robert C. Foster

Phone: Hubbard 2-3225

28 W. Adams Ave., Detroit 26, Mich.

Executive-in-Charge..... Robert B. Rains

Phone: Woodward 3-0764

1680 Vine St., Hollywood 28, Calif.

Executive-in-Charge..... John D. Gale

Phone: Hudson 2-2376

1672 Russ Bldg., San Francisco 4, Calif.

Exec-in-Charge Ray Rhodes

Phone: Douglas 2-8909

AM & FM Stations Represented—WBRC, Birmingham, Ala.; KTAR, Phoenix, KVOA, Tucson, Ariz.; KCOY, Santa Maria, KERN*, Bakersfield, KFBK*, Sacramento, KFSD*, San Diego, KMJ*, Fresno, KTMS, Santa Barbara, KWG, Stockton, KXO, El Centro, Calif.; KVR, Colorado Springs, Colo.; WDRG*, Hartford, Conn.; WLOF, Orlando, Fla.; WKJG*, Fort Wayne, WSBT, South Bend, Ind.; KIOA, Des Moines, Iowa; WGAN, Portland, WGUW*, Bangor, Maine; WCAO*, Baltimore, Md.; WLAW*, Lawrence, WTAC*, Worcester, Mass.; WTAC, Flint, Mich.; KOH, Reno, Nevada; WARC, Rochester, WOXR*, New York, N. Y.; WDNC*, Durham, N. C.; WHK*, Cleveland, WHKC*, Columbus, WKBN*, Youngstown, WTOL*, Toledo, Ohio; WPRO*, Providence, R. I.; KIHQ, Sioux Falls, S. Dakota; WDOD*, Chattanooga, WLAC, Nashville, Tenn.; Arizona Broadcasting System, McClatchy Beeline, New England Major Markets Group.

*Also FM.

TV Stations Represented—WBRC-TV, Birmingham, Ala.; KTLA-TV, Hollywood, Calif.

SEARS & AYER, INC.

612 N. Michigan Ave., Chicago, Ill.

Phone: Superior 7-8177-8

President..... B. H. Sears

Branch Offices

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

Executive-in-Charge P. J. Bogner

Phone: MUrray Hill 9-2586-87

15 W. 10th St., Kansas City, Mo.

Executive-in-Charge..... William Temple

Phone: Victor 0021

5225 Wilshire Blvd., Los Angeles, Calif.

Executive-in-Charge..... Gene Grant

Phone: York 8812

681 Market St., San Francisco, Calif.

Executive-in-Charge..... Gene Grant

Phone: Yukon 6-0621

AM & FM Stations Represented—WFRS, Alexander City, WHMA, Anniston, WOOF, Dothan, WJOL, Florence, WJBY, Gadsden, WFUN, Huntsville, WHBB, Selma, WTBC, Tuscaloosa, Ala.; KWFC, Hot Springs, KNEA, Jonesboro, Ark.; KSDO, San Diego, KVSM, San Mateo, Calif.; WLRC, Torrington, Conn.; WBYS, Canton, WROY, Carmi, WHFC, Cicero, WCNT, Centralia, WOKZ, Alton, WTMV, East St. Louis, WFRL, Freeport, WGGH, Marion, WCVS, Springfield, Ill.; WFTL, Ft. Lauderdale, Fla.; WSON, Henderson, WHOP, Hopkinsville, WLOU, Louisville, WCIF, Madisonville, WKTU, Mayfield, WPAD, Paducah, Ky.; KSLO, Opelousas, La.; WRO, Bay City, Mich.; WPBC, Minneapolis, Minn.; WGCM, Gulfport, WJPR, Greenville, WQBC, Vicksburg, Miss.; KWOS, Jefferson City, WMBH, Joplin, KIRX, Kirksville, KSGM, Ste. Genevieve,

Radio-TV Station Representatives

KTTS, Springfield, Mo.; WWHG, Hornell, N. Y.; WCAI, Elizabeth City, WFNS, Burlington, N. C.; WCMW, Canton, Ohio; KPDN, Pampa, Texas; WPUV, Pulaski, WLPN, Suffolk, Va.; KSPR, Casper, Wyo.; The Arkansas Group; San Francisco Bay Area Broadcasters.

HORACE N. STOVIN & COMPANY

80 Richmond St. W., Toronto, Ontario

Phone: ADelaide 9184

President.....H. N. Stovin
Sales Manager.....A. A. McDermott
608 Keefer Bldg., Montreal, Quebec
Manager.....R. J. Judge

Phone: PLateau 8749

432 Main St., Winnipeg, Manitoba

Manager.....J. A. Whitehouse

Phone: 93 1531

846 Main Howe St., Vancouver, B. C.

Manager.....J. W. Stover

Phone: MArine 6464

AM & FM Stations Represented—CFPR, Prince Rupert, B. C.; CFAR, Flin Flon, Man.; CKCW, Moncton, N. B.; *CKPR, Ft. William, Ont.; CFOR, Orillia, Ont.; CFJR, Brockville, Ont.; CJBR, Rimouski, P. Q.; *CJGX, Yorkton, Sask.; CJOR, Vancouver, B. C.; CKY, Winnipeg, Man.; CHSJ, St. John, N. B.; CFOS, Owen Sound, Ont.; CHOV, Pembroke, Ont.; CKSF, Cornwall, Ont.; CJNB, N. Battleford, Sask.; VOXM, St. John's, Nfld.; CKLN, Nelson, B. C.; CJEM, Edmundston, N. B.; *CJRL, Kenora, Ont.; CJBC, Toronto, Ont.; CJBQ, Belleville, Ont.; xCKVL, Verdun, P. Q.; CHAB, Moose Jaw, Sask.

* Except in Winnipeg.

** Winnipeg Only.

x Except Montreal.

THE O. L. TAYLOR COMPANY

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

Phone: MURray Hill 8-1088

President.....O. L. (Ted) Taylor
Vice-President.....Lloyd George Venard
Secretary-Treasurer.....Irvin Gross

Branch Offices

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

Vice-Pres.Lloyd G. Venard

Phone: MURray Hill 8-1088

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

Vice-Pres.Tom Peterson

Phone: State 2-5260

1714 M & W Tower Bldg., Dallas 1, Tex.

Manager.....Clyde Melville

Phone: Riverside 5633

2987 Wilshire Blvd., Los Angeles 13, Calif.

Manager.....George Dietrich

Phone: Michigan 5751

4th & Oak Streets, Portland, Ore.

Manager.....Frank J. McHugh, Jr.

Phone: Broadway 3210

235 Montgomery St., San Francisco, Calif.

Manager.....Hubbard Keenan

Phone: Douglas 2-1323

AM & FM Stations Represented—WTNB, Birmingham, WGWD, Gadsden, WCOV, Montgomery, WGCW, Selma, Ala.; KFSA, Fort Smith, KLRA, Little Rock, Ark.; KCSJ, Pueblo, Col.; WOL, Washington, D. C.; WJBF, Augusta, WBML, Macon, Ga.; KBUR, Burlington, KTRI, Sioux City, Ia.; KANS, Wichita, Kans.; WINN, Louisville, Ky.; KRMD, Shreveport, KMLB, Monroe, La.; KRVN, Lexington, Neb.; WLOS, Asheville, WTOB, Winston-Salem, N. C.; WHBC, Canton, WMAN, Mansfield, WPAV, Portsmouth, WRFD, Worthington, Ohio; KTOK, Oklahoma City, Okla.; WIKK, Erie, Pa.; WCOS, Columbia, S. C.; KWKC, Abilene, KGNC, Amarillo, KTBC, Austin, KEYS, Corpus Christi, KROD, El Paso, KFYO, Lubbock, KTRF, Lufkin, KTXL, San Angelo, KCMC, Texarkana, KTBB, Tyler, KRGV, Weslaco, KDFX, Wichita Falls, Texas; WDUZ, Green Bay, WHBL, Sheboygan, WKBH, LaCrosse, Wis.; Lone Star Chain, Oklahoma Network, and Southwest Network.

TRANSIT RADIO, INC.

1109 Union Trust Bldg., Cincinnati 2, O.

Phone: Dunbar 7775

Chairman of the Board.....Hulbert Taft, Jr.

President.....Richard C. Crisler

Branch Offices

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

Vice-Pres. in Charge of Sales.....F. E. Pellegrin

35 E. Wacker Dr., Chicago 1, Ill.

Western Sales Mgr.....Carlin S. French

814 California St., San Francisco, Calif.

Exec. in Charge.....F. M. Alspaugh

AM & FM Stations Represented—WBUZ,

FM, Bradbury Heights, Md.; WKRC-FM, Cin-

cinnati, Ohio; KCBC-FM, Des Moines, Iowa;

WLYN-FM, Boston; WHAV-FM, (North),

Mass.; WMLL-FM, Evansville, Ind.; WAJL-

FM, Flint, Mich.; KPRC-FM, Houston, Tex.;

WPLH-FM, Huntington, W. Va.; WJHP-FM,

Jacksonville, Fla.; KCMO-FM, Kansas City,

Mo.; WMIN-FM, St. Paul, Minneapolis,

Minn.; KBON-FM, Omaha, Nebr.; WKJF-

FM, Suburban Pittsburgh, Pa.; KXOK-FM,

St. Louis, Mo.; KTNT-FM, Tacoma, Wash.;

WTOA-FM, Trenton, N. J.; WWDC-FM,

Washington, D. C.; WGTR-FM, Worcester,

Mass.

WALKER REPRESENTATION CO., INC.

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

Phone: MURray Hill 3-5830

President.....Wythe Walker

Representative.....C. Otis Rawalt

Representative.....Frederic E. Lake

Branch Offices

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

Phone: AN 3-5771

V.P.....Jerry Glynn, Jr.

Radio-TV Station Representatives

15 W. 10th St., Kansas City, Mo.

Phone: Victory 0021

Exec-in-Charge.....William Temple
672 S. LaFayette Park Pl., Los Angeles, Calif.

Phone: Fairfax 3200

Exec-in-Charge.....Harlan G. Oakes
1085 Monadnock Bldg., San Francisco, Calif.

Exec-in-Charge.....Don Pickens
Little Bldg., Boston, Mass.

Phone: Hubbard 4419

Exec. in Charge.....Bertha Bannon

AM & FM Stations Represented—WSPC, Anniston, WAPX, Montgomery, WJRD, Tuscaloosa, Ala.; KFPW, St. Smith, Ark.; WBBQ, Augusta, WRGA, Rome, WCCP, Savannah, Ga.; KSEI, Pocatello, Idaho; WGEM, Quincy, Ill.; WJPS, Evansville, Ind.; WLBC, Muncie, Ind.; KWBW, Hutchinson, Kan.; WKLX, Lexington, WGRC, Louisville, Ky.; WAFB, Baton Rouge, KLOU, Lake Charles, KENT, Shreveport, La.; WJEJ, Hagerstown, Md.; WOGB, Cape Cod, WALE, Fall River, WHAI, Greenfield, WHYN, Holyoke, WNBH, N. Bedford, WBRK, Pittsfield, Mass.; WHDF, Calumet, WDBC, Escalaba, WIKB, Iron River, WJMS, Ironwood, Mich.; KLIZ, Brainerd, KGDE, Fergus Falls, KVOX, Moorhead, Minn.; WJAG, Norfolk, Neb.; KWRN, Reno, Nevada; WOTW, Nashua, WHEB, Portsmouth, N. H.; KVER, Albuquerque, N. M.; WELM, Elmira, WSAY, Rochester, WOLF, Syracuse, N. Y.; WFNC, Fayetteville, WRRZ, Clinton, WRRF, Washington, WAIR, Winston-Salem, N. C.; KGCU, Mandan, KLPW, Minot, N. D.; KOCY, Oklahoma City, Okla.; KXL, Portland, Oregon, WSCR, Scranton, Pa.; WJMX, Florence, S. C.; KTRM, Beaumont, KBWD, Brownwood, Texas; WWSR, St. Albans, WDEV, Waterbury, Vt.; WWOJ, Lynchburg, WNOR, Norfolk, Va.; KXLY, Spokane, Wash.; WTRF, Wheeling, M. Va.; WATW, Ashland, WRJN, Racine, Wis.; The Aloha Network, Hawaii; Z Network, Montana, Oklahoma Group Broadcasters, Pacific Northwest Broadcasters.

WEED AND COMPANY

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

Phone: MU-7-772

Partner.....Joseph J. Weed
Partner.....C. C. Weed
Partner.....Ruth P. Weed
Television Dept. Head.....Peter B. James

Branch Offices

203 North Wabash Ave., Chicago 1, Ill.

Phone: Randolph 6-7730

Executive-in-Charge.....C. C. Weed
2437 Book Bldg., Detroit 26, Mich.

Phone: Woodward 1-2685

Exec-in-Charge.....Bernard P. Pearse
Palmer Bldg., Atlanta 3, Ga.

Phone: Cypress 4081

Exec-in-Charge.....George Swearingen, Jr.
6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: Hillside 8611

Exec-in-Charge.....Lincoln P. Simonds
68 Post St., San Francisco 4, Calif.

Phone: Yukon 6-1899

Exec-in-Charge.....Lincoln P. Simonds
Stalter Bldg., Boston 16, Mass.

Phone: Hubbard 2-5677

Executive-in-Charge.....Dana Baird

AM & FM Stations Represented—WJJJ, Montgomery, Ala.; WTIC, Hartford, Conn.; WKAT, Miami Beach, WORZ, Orlando, WSUN, St. Petersburg, Fla.; KTFI, Twin Falls, Ida.; WSOY, Decatur, WTAD, Quincy, WTAX, Springfield, Ill.; WGBF, Evansville, WIOU, Kokomo, WBOW, Terre Haute, Ind.; KGLO, Mason City, Ia.; KGGF, Coffeyville, WREN, Topeka, Kans.; KALB, Alexandria, KPLC, Lake Charles, La.; WRDO, Augusta, WLBZ, Bangor, WCSH, Portland, Me.; WCBM, Baltimore, Md.; WORC, Worcester, Mass.; WREX, Duluth, Minn.; WSLI, Jackson, Miss.; KFBB, Great Falls, Mont.; WMUR, Manchester, N. H.; WAAT, Newark, N. J.; WMSA, Massena, WYNY, Watertown, N. Y.; WGTW, Wilson, N. C.; WAKR, Akron, WING, Dayton, WIMA, Lima, WIZE, Springfield, O.; KOME, Tulsa, Okla.; WERC, Erie, WHGB, Harrisburg, WARD, Johnstown, WVAM, Altoona, KQV, Pittsburgh, Pa.; WJAR, Providence, R. I.; KSDN, Aberdeen, S. Dak.; WMAK, Nashville, WHBQ, Memphis, Tenn.; KRIO, McAllen, WACO, Waco, Tex.; WCAX, Burlington, Vt.; WSLS, Roanoke, Va.; WJLS, Beckley, WKNA, Charleston, WKWK, Wheeling, W. Va.; WBAY, Green Bay, WKTY, La Crosse, Wis.; Marjorie Mills Hour; New England Regional Networks; Texas State Network.

WTTH, Port Huron, Mich.; WNAO, Raleigh, N. C.; WMRC, Greenville, S. C.; KIMA, Yakima, Wash.; WPTR, Albany, N. Y.; WOKY, Milwaukee, Wisc.

Canadian Stations: CFAF, Calgary, CJCA, Edmonton, CFGP, Grande Prairie, CJOC, Lethbridge, CHAT, Medicine Hat, Alberta; CFJC, Kamloops, CKOV, Kelowna, CJAT, Trail, CKWX, Vancouver, CJVI, Victoria, British Columbia; CKRC, Winnipeg, Manitoba; CKNB, Campbellton, CFNB, Fredericton, CFBC, St. John, New Brunswick; CHNS, Halifax, CJCB, Sydney, Nova Scotia; CKOC, Hamilton, CFPL, London, CFRA, Ottawa, CFFA, Port Arthur, CJCS, Stratford, CKSO, Sudbury, Ontario; CFCF, Charlottetown, Prince Edward Isle; CFCF, Montreal, CKCV, Quebec City, Quebec; CKBI, Prince Albert, CHAB, Moose Jaw, CKCK, Regina, CKRM, Regina, Saskatchewan.

TV Stations Represented—WOI-TV, Ames, Iowa; WBKB, Chicago, Ill.; WATV, Newark, N. J.; WJAR-TV, Providence, R. I.

Radio-TV Station Representatives

WESTERN RADIO SALES OF SAN FRANCISCO

79 Post St., San Francisco, Calif.
Phone: Yu. 6-4112

Gen. Manager.....Jack Q. Hall
AM & FM Stations Represented—KXOC, Chico, KXOA, Sacramento, KXOB, Stockton, KYNO, Fresno, KAFY, Bakersfield, KCMJ, Palm Springs, KVEN, Ventura, KXRX, San Jose, KSBW, Salinas, KIHUM, Eureka, Calif.; KATO, Reno, Nev.; KXRX, San Jose, KVON, Napa, KWSD, Mount Shasta, KVOE, Santa Ana, KMOD, Modesto, KLAS, Las Vegas.

**ADAM J. YOUNG JR.
INCORPORATED**

22 East 40th Street, New York 16, N. Y.
Phone: MURRAY Hill 9-006

President.....Adam J. Young, Jr.
Thomas F. Malone, Paul S. Wilson,
Stephen A. Machcinski, Jr.

Branch Offices

55 East Washington, Chicago 2, Ill.
Phone: ANdover 3-5448

Exec-in-Charge.....William J. Reilly
Mills Building, San Francisco 4, Calif.

Phone: Carfield 1-7950

Exec-in-Charge.....Duncan A. Scott
2978 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 8-4151

Exec-in-Charge.....A. O. Dillenbeck, Jr.

AM & FM Stations Represented—WKRG, Mobile, Ala.; KLAC, Los Angeles, Cal.; WLIZ, Bridgeport, WHAY, New Britain, Conn.; WINX, Washington, D. C.; KJAY, Topeka, Kans.; WABL, Bangor, Maine; CKLW, Detroit, Mich.; KSTL, St. Louis, Mo.; WKNE, Keene, WFEA, Manchester, N. H.; WBNY, Buffalo, WSNY, Schenectady, N. Y.; WJMO, Cleveland, Ohio.; WISR, Butler, WIBG, Philadelphia, WPIC, Sharon, Pa.; WHIM, Providence, R. I.; KLEE, Houston, Texas.; CFCN, Calgary, CFRN, Edmonton, CKRD, Red Deer, Alta.; CKLN, Nelson, CJOR, Vancouver, B. C.; CFAR, Flin Flon, Man.; CJEM, Edmundston, CHSJ, Saint John, N. B.; CJFX, Antigonish, CFAB, Windsor, N. S.; CJBQ, Brockville, CKPR, Fort William, CHML, Hamilton, CKCR, Kitchener, CFOS, Owen Sound, CHOV, Pembroke, CHNO, Sudbury, CFRB, Toronto, CKLW, Windsor, CKNX, Wingham, Ont.; CKRS, Jonquiere, CJAD, Montreal, CKAC, Montreal, CHNC, New Carlisle, Que.; CHRC, Quebec, P. Q.; CJBR, Rimouski, CJFP, Riviere de Loup, CHLT, Sherbrooke, CKTS, Sherbrooke, CHLN, Three Rivers, Que.; CJGX, Yorktown, CFQC, Saskatoon, Sask.

TV Stations Represented—KOTV, Tulsa, Okla.

For Readability . . .

Reliability . . .

AP

The world's largest news service available
through membership



FEDERAL COMMUNICATIONS COMMISSION

Personnel

How To Apply For FCC License



NATIONAL ASSOCIATION

of

RADIO & TELEVISION BROADCASTERS

Personnel—Committees



RADIO-TV EDITORS



NEWS SERVICES



PUBLICATIONS



FEDERAL COMMUNICATIONS COMMISSION



Headquarters: New Post Office Building, Washington 25, D. C.

Personnel as of January 1, 1950

Commissioners

Chairman

WAYNE COY

(Term Expires June 30, 1951)

PAUL A. WALKER

(Term Expires June 30, 1953)

Assistant—PHYLLIS HANCOCK

ROSEL H. HYDE

(Term Expires June 30, 1952)

Assistant—MINNIE SPARKS

EDWARD M. WEBSTER

(Term Expires June 30, 1956)

Assistant—ARNOLD A. ULIN

ROBERT F. JONES

(Term Expires June 30, 1954)

Assistant—ELIZABETH DANNELLY

GEORGE E. STERLING

(Term Expires June 30, 1957)

Assistant—NEVA BELL PERRY

FRIEDA B. HENNOCK

(Term Expires June 30, 1955)

Assistant—MIKE JABLONS

Assistant To Chairman

EARL MINDERMAN

Confidential Assistant

MRS. FARRELL MCGONIGAL

Secretaries

JOHANNA OSWALD

HELEN WISHER

Clerk

GRACE MINER

Bureau of the Secretary

Secretary

T. J. SLOWIE

Administration Assistant

Laura M. Hollingsworth

License Division

WILLIAM P. MASSING, Chief

CATHERINE LUNDERS, Secretary

Broadcast Branch

CLARA M. IEHL, Chief

Service Division

PAUL H. SHEEHY, Chief

HAZEL CHERRY, Secretary

Records Division

WALTER S. DAVIS, Chief

Minute Section

LAVELLE W. HUGHES, Chief

Library Branch

HELEN A. CLARK, Chief

Office of Administration

Acting Executive Officer

W. K. HOLL

RICHARD SOLAN,

Administrative Assistant

MRS. RITA CLAYTON, Secretary

Budget and Fiscal Division

ROBERT W. COY, Budget Officer

Personnel Division

GILBERT H. HATFIELD,

Personnel Officer

MRS. DOROTHY GLEN, Secretary

Organization and Methods Division

CHARLES R. WEEKS, Planning Officer

. . . **Federal Communications Commission** . . .

Office of Formal Hearings

Examiners

JACK P. BLUME
J. D. BOND
JAMES D. CUNNINGHAM
HUGH B. HUTCHISON

FANNEY LITVIN
LEO RESNICK
ELIZABETH SMITH
BASIL P. COOPER

Office of the General Counsel

General Counsel

BENEDICT P. COTTONE
Assistant to the General Counsel
JOSEPH M. KITTNER
Broadcast Division
HARRY M. PLOTKIN
Assistant General Counsel
MARGARET L. CURETON, Secretary
AM Branch
DWIGHT D. DOTY, Chief
FM Branch
HILDA D. SHEA, Chief
TV Branch
JOSEPH E. NELSON, Chief

Transfer Branch

WALTER R. POWELL, Chief
Renewals and Revocations Branch
WALTER B. EMERY, Chief
Litigation and Administration Division
MAX GOLDMAN, Asst. General Counsel
ELIZABETH KAPLAN, Secretary
Litigation Branch
RICHARD A. SOLOMON, Chief
Administration Branch
A. HARRY BECKER, Chief
Los Angeles Branch
JOSEPH BRENNER, Regional Attorney

Frequency Allocation and Treaty Division

Albert L. McIntosh, Chief
Louis E. DeLaFleur, Assistant Chief
Jane A. Rudy, Secretary
Frequency Utilization and Requirements Branch
William L. North, Chief
IRAC Branch
Marvin A. Price, Chief
Treaty Branch
George V. Stelzenmuller, Chief
Frequency Registration and Notification Branch
William F. Bradley, Chief
Conference Information Branch
Irene M. Durgin, Chief

Field Engineering and Monitoring Division

George S. Turner, Assistant Chief
Engineer, Chief of Division
Frank M. Kratokvil, Assistant
Chief of Division
Genevieve Posnak, Secretary
Technical Operations Branch
George L. Jensen, Chief
Inspection and Operator Examination Branch
Stacy W. Norman, Chief
Monitoring Branch
Thomas L. Heron, Assistant Chief
Administrative Branch
Mary E. Corridon, Chief

Television Broadcast Division

Cyril M. Braum, Chief
Agnes B. Carr, Secretary
Applications I Branch
Hart S. Cowperthwait, Chief
Applications II Branch
Robert D. Linx, Acting Chief
Hearing Section
Louis E. Rein, Assistant Chief
Allocations Section
A. Prose Walker, Chief

Aural Broadcast Division

James E. Barr, Chief
Helena C. Osman, Secretary
Applications I Branch
Wallace E. Johnson, Acting Chief
Applications II Branch
A. L. Kreis, Chief
Hearing Branch
Robert G. Weston, Chief
Allocations Branch
H. Underwood Graham, Chief
FM Branch
John E. Doane, Acting Chief

Technical Research Division

Edward W. Allen, Chief
Ruby F. Floyd, Secretary
Low Frequency Radio Branch
Edgar F. Vandivere, Jr., Chief
High Frequency Radio Branch
William C. Boese, Chief
Technical Standards Branch
Glenn E. West, Chief

Laboratory Division

Edward W. Chapin, Chief
Anne F. Janco, Secretary

Federal Communications Commission

Office of the Chief Engineer

Chief Engineer
CURTIS B. PLUMMER
ESTELLE J. BUNN, Secretary
Assistant Chief Engineer
JOHN A. WILLOUGHBY
FRANCES R. JARVIS, Secretary
Assistant to the Chief Engineer
VIRGIL R. SIMPSON
MARY E. NALLS, Secretary

*North American Regional Broadcasting
Engineering Committee*

RALPH J. RENTON, U. S. Member
O. IRENE CLINE, Secretary

Cartographic and Drafting Unit

BRAXTON L. POOLE, Chief

Regional Managers

CHARLES C. KOLSTER
North Atlantic Region
506 Federal Building, 641 Washington Street,
New York 14, N. Y.
PAUL H. HERNDON, JR.
South Atlantic Region
411 Federal Annex, Atlanta 3, Georgia.
JOE H. MCKINNEY
Gulf States Region
332 U. S. Appraisers Bldg., 7300 Wingate Street
Houston 11, Texas.
KENNETH G. CLARK
South Pacific Region
323-A Customhouse
San Francisco 20, Calif

GEORGE V. WILTSE
North Pacific Region
801 Federal Office Bldg., Seattle 4, Washington
WILLIAM J. McDONALD
Central States Region
876 U. S. Court House, Chicago 4, Illinois.
EMERY H. JEFF
Great Lakes Region
1029 New Federal Bldg., Detroit 26, Michigan.
LEE R. DAWSON
Hawaiian Region
P. O. Box 1142, Lanikai, Oahu, T. H.
CHARLES T. MANNING
Alaskan Region
Room 52, Federal Bldg.,
Anchorage, Alaska.

District Offices and Engineers in Charge

1. WALTER BUTTERWORTH
1600 Customhouse
Boston 9, Massachusetts.
2. ARTHUR BATCHELLER
748 Federal Building
New York 14, New York.
3. ROGER A. PHELPS
1005 U. S. Customhouse
Philadelphia 6, Pennsylvania.
4. HYMAN A. COHEN
508 Old Town Bank Building
Baltimore 2, Maryland.
5. EDWARD BENNETT
Room 402, New P. O. Building
Norfolk 10, Virginia
Ship Office
PAUL SCHMIDT
Room 106, U. S. P. O. Building
Newport News, Virginia.
6. W. D. JOHNSON
411 Federal Annex
Atlanta 3, Georgia.
Sub-Office
ANDREW BARLEY
214-218 P. O. Building
York and Bull Streets
Savannah, Georgia.
7. ARTHUR FISF
312 Federal Building
Miami 1, Florida
Sub-Office
CHALMER H. NEEB
409-410 P. O. Building
Tampa 2, Florida.
8. THEODORE C. DEILER
400 Audubon Building
New Orleans 16, Louisiana.
Sub-Office
WALTER M. HAMMOND
324 U. S. Court House & Customhouse Bldg.,
Mobile 10, Ala.
9. LOUIS L. McCABE
324 U. S. Appraisers Building
Houston 11, Texas.
Sub-Office
ERIC H. COBURN
329 P. O. Building
Beaumont, Texas.
10. JOHN H. HOMS
500 Terminal Annex Building
Dallas 2, Texas.
11. BERNARD H. LINDEN
539 E. S. P. O. and Court House Building
Los Angeles 12, California.
Sub-Office
HAROLD D. DE VOE
280 U. S. Customhouse & Court House
San Diego 1, California.
Ship Office
JAMES HOMS
Room 326, U. S. P. O. and Courthouse Bldg.
San Pedro, California.
12. FRANCIS V. SLOAN
323-A Customhouse
San Francisco 26, California.
13. JAMES M. CHAPPLE
307 Fitzpatrick Building
Portland 5, Oregon.
14. HERBERT H. ARLOWE
801 Federal Office Building
Seattle 4, Washington.
15. WILLIAM E. CLYNE
521 Customhouse
Denver 2, Colorado.
16. DONALD A. MURRAY
208 Uptown P. O. and Federal Bldg.,
St. Paul 2, Minnesota.
17. HAROLD T. GALLAUER
1200 Fidelity Building
Kansas City, Missouri.
18. HAROLD D. HAYES
246 U. S. Court House
Chicago 4, Illinois.
19. EDWIN S. HEISER
1029 New Federal Building
Detroit 26, Michigan.
20. PAUL A. HOLLOWAY
328 P. O. Building
Buffalo 3, New York.
21. PAUL R. FENNER
609 Stangenwald Building
Honolulu 1, T. H.
22. IRL D. BALL
322-323 Federal Building
San Juan 13, P. R.
23. SIGFRED F. BERGE
7-8 Shattuck Building
Juneau, Alaska
Sub-Office
Radio Engineer
Room 53, U. S. P. O. and Court House
Anchorage, Alaska.

• • • **Federal Communications Commission** • • •

Office of Information

Director of Information
GEORGE O. GILLINGHAM
Assistants

SALINA M. LINDO

MARY O'LESON

EVA O. MELTON

Safety and Special Radio Services Bureau

Edwin L. White, Chief
Bernice Hase, Secretary
Lester W. Spillane, Assistant Chief

Geraldine Havrilla, Secretary
Laura Zerener, Administrative
Assistant

Office of the Chief Accountant

William J. Norfleet,
Chief Accountant
Hugo Reyer,
Assistant Chief Accountant

Lily M. Marshall, Secretary
Elizabeth S. Harris, Secretary

Economics Division

Hyman H. Goldin, Chief
Dorothy W. Rich, Secretary

Broadcast Branch

James B. Sheridan, Chief
Common Carrier & Special Studies
Branch

Alexander Firfer, Chief

Broadcast Division

LeRoy Schaaff, Chief

Florence Zull, Secretary

Applications Branch

E. E. Hensinger, Chief

Renewals & Annual Reports Branch

Robert E. Braden, Chief

Hearings Branch

Guy E. Douglas, Chief

Accounting Systems Division

John J. Nordberg, Chief

Lois L. Liston, Secretary

Common Carrier Bureau

Jack Werner, Chief
Sylvia Prytalak, Secretary
Curtis M. Bushnell, Assistant Chief
Vivian Fishman, Secretary

Administration Unit

Gordon Kent, Chief
Mrs. Beryl Pierce, Secretary

License Branch

Betty Ferro, Chief

Telephone Division

Robert E. Stromberg, Chief

Mrs. Annie B. Bischoff, Secretary

Telegraph Division

John R. Lambert, Chief

Muriel M. Sharpe, Secretary

International Division

Marion H. Woodward, Chief

Mrs. Lillian Conley, Secretary

Field Offices

CHARLES R. MAKELA, Chief

JACK E. BUCKLEY
624 Federal Office Building
New York 7, New York
SYDNEY L. O'GUIN
733 Hunt Building
Atlanta, Georgia

H. PIERCE NIEDERMEYER
334 Old Customhouse
St. Louis 1, Missouri

PAUL SUMMERHAYS
316 Customhouse
San Francisco, California

Primary Monitoring Stations and Engineers in Charge

IRBING L. WESTON
Allegan, Michigan
ARTHUR A. JOHNSON
Grand Island, Nebraska
WILLIAM HOFFERT
Santa Ana, California
ADOLPH ANDERSON
Laurel, Maryland

WILLIAM R. FOLEY
Kingsville, Texas

EDWARD W. SANDERS
Millis, Massachusetts

ROBERT A. LANDSBURG
Portland, Oregon

HENRY B. DUNPHEY, JR.
Powder Springs, Georgia
GEORGE McLEOD
Livermore, California
LEE R. DAWSON
Lanikai, Oahu, T. H.
EDWIN FORSYTH
Anchorage, Alaska

Secondary Monitoring Stations and Engineers in Charge

VERNON W. WILSON
Belfast, Maine
THOMAS B. CAVE
North Scituate, R. I.
ADELBERT C. LAWRENCE
Spokane, Washington

JOHN L. KURDEKA
Twin Falls, Idaho

HOMER V. THOMPSON
Fort Lauderdale, Florida

JAMES E. GILFOY
Lexington, Kentucky
JOHN F. DEBARDELEBEN
Muskogee, Oklahoma
H. FRANK RAWLS
Bay St. Louis, Mississippi

HOW TO APPLY FOR FCC LICENSE

Official FCC Procedure for AM, FM and TV Licenses

ANY qualified citizen, firm or group may apply to the Federal Communications Commission for authority to construct a commercial standard, frequency modulation or television broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would be in the public interest, convenience and necessity.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to 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.

NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS



**Headquarters: 1771 N—Street, N. W.,
Washington 6, D. C.
Phone, Decatur 9300**

Officers

Justin Miller <i>Chairman of the Board</i> C. E. Arney, Jr. <i>Secretary-Treasurer</i> Kenneth H. Baker <i>Director of Research</i> Charles A. Batson <i>Director of Television</i> Thad H. Brown, Jr. <i>Counsel to TV Board</i>	President-Gen. Mgr.—Harold E. Fellows Richard P. Doherty <i>Director</i> <i>Employee-Employer Rela.</i> John F. Hardesty <i>Director</i> <i>Station Relations</i> Ralph W. Hardy <i>Director</i> <i>Government Relations</i>	Neil McNaughten <i>Director of Engineering</i> Robert K. Richards <i>Director of Public Affairs</i> Edward L. Sellers <i>Director of FM</i> Vincent Wasilewski <i>Attorney</i>
--	---	---

BOARD OF DIRECTORS 1951-1952

In accordance with Article IV of the By-Laws, the Board of Directors has designated, effective June 23, 1950, the following composition of each of the 17 NAB Districts.

Director	District	States Comprising District
Craig Lawrence	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont.
WCOB, Boston, Mass.		
William A. Fay	2	New York and New Jersey.
WHAM, Rochester, N. Y.		
Leonard Kapner	3	Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.
WCAE, Pittsburgh, Pa.		
Harold Essex	4	District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery.
WSJS, Winston-Salem, N. C.		
Thad Holt	5	Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.
WAPI, Birmingham, Ala.		
Harold Wheelahan	6	Arkansas, Louisiana, Mississippi and Tennessee.
WSMB, New Orleans, La.		
Robert T. Mason	7	Kentucky and Ohio.
WMRN, Marion, Ohio.		
(To be named 28th of March)	8	Indiana and Michigan.
Merrill Lindsay	9	Illinois and Wisconsin.
WSOY, Decatur, Ill.		
William B. Quarton	10	Iowa, Missouri and Nebraska.
WMT, Cedar Rapids, Iowa.		
H. W. Linder	11	Minnesota, North Dakota and South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
KWLM, Willmar, Minn.		

Natl. Assn. of Radio-TV Broadcasters

Director	District	States Comprising District
Jack Todd KAKE, Wichita, Kansas.	12	Kansas and Oklahoma.
Kenyon Brown KWFT, Wichita Falls, Tex.	13	Texas.
William C. Grove KFBC, Cheyenne, Wyo.	14	Colorado, Idaho, Utah, Wyoming, Montana, New Mexico, and South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Wau-shabaugh, Washington, Custer, Penning-ton, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Per-kins, Ziebach, Armstrong, Dewey and Corson.
Glenn Shaw KLX, Oakland, Calif.	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Im-perial, Nevada, excluding the counties of Mineral, Esmeralda, Nye, Lincoln and Clark, and Hawaii.
Calvin J. Smith KFAC, Los Angeles, California.	16	Arizona, California, including the coun-ties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, and Nevada, includ-ing the counties of Mineral, Esmeralda, Nye, Lincoln, and Clark.
H. Quenton Cox KGW, Portland, Ore.	17	Alaska, Oregon and Washington.

DIRECTORS-AT-LARGE
Large Stations

District 7
James D. Shouse
WLW, Cincinnati, Ohio

District 6
John H. DeWitt, Jr.
WSM, Nashville, Tenn.

Medium Stations

District 5
A. D. Willard, Jr.
WGAC, Augusta, Ga.

District 12
Hugh B. Terry
KLZ, Denver, Colo.

Small Stations

District 6
Patt McDonald
WHHM, Memphis, Tenn.

District 5
Edgar Kobak
WTWA, Thomson, Ga.

FM Stations

District 4
Frank U. Fletcher
WARL-FM, Arlington, Va.

District 4
Ben Strouse
WWDC-FM, Washington, D. C.

BOARD OF DIRECTORS
NAB-TV

Chairman:

Eugene S. Thomas, WOR-TV, New York, N. Y.

Vice-Chairmen:

- Robert D. Swezey, WDSU-TV, New Orleans, Louisiana
- Campbell Arnoux, WTAR-TV, Norfolk, Virginia
- Harry Bannister, WWJ-TV, Detroit, Michigan
- Harold Hough, WBAP-TV, Fort Worth, Texas
- Clair R. McCollough, WGAL-TV, Lancaster, Pennsylvania
- Paul Raibourn *, KTLA, Los Angeles, California
- W. D. Rogers, Jr., KEYL, San Antonio, Texas
- George B. Storer, Fort Industry Company, Toledo, Ohio
- C. J. Witting, WABD, Allen B. DuMont Labs., Inc., New York, N. Y.
- Frank M. Russell, NBC, Trans-Lux Bldg., Washington, D. C.

U. S. Radio-TV Editors

The nation's radio and TV broadcasters in response to questionnaires sent out by Radio-Television Daily contributed the accompanying list of editors.

ALABAMA

Alexander City Outlook: Carl Wolsoneraff.
Birmingham Post: Lillie Mae Caldwell.
Gadsden Times: Carl Hofferburt.
Mobile Press: Michael McEvoy.
Mobile Register: Tony Walker.
Montgomery Advertiser: Mel O. Davis.

ARIZONA

Arizona Republic: Ralph Mahoney.
Phoenix Gazette: Julian DeVries.
Mesa Daily Tribune: Barney Mergen.
Tucson Daily Citizen: Norman Harrington.

ARKANSAS

Fort Smith Times Record: Bill Barksdale.
Southwest American (Fort Smith): Ralph Lee.
Arkansas Democrat (Little Rock): Geraldine Stroud.
Arkansas Gazette (Little Rock): Jerry Campbell.

CALIFORNIA

Fresno Bee: Ed Clow.
Fresno Guide: Hap Haggard.
Hollywood Citizen News: Zma Palmer.
San Diego Tribune-Sun: Dorothy Mahoney.
San Diego Union: Marian Mitchell.
The Chronicle (San Francisco): Terrence O'Flaherty.
San Francisco Examiner: Dwight Newton.
Shopping News (San Francisco): Tom Tyrell.
San Francisco News: Dorothy Beck.
San Francisco Call-Bulletin: Les Malloy.
Tribune (Oakland): Barbara Howell.
Pasadena Independent: Bill Bird.
Star News (Pasadena): Charles Purlee.
San Bernardino Daily Sun: James A. Guthrie.
Santa Ana Register: Pat Cooley.
Los Angeles Examiner: Pat Hogan.
Los Angeles Daily News: Paul Price.
Los Angeles Mirror: Hal Humphrey.
Los Angeles Times: Walt Ames.
Los Angeles Examiner: Pat Hogan.
Herald-Express (Los Angeles): Owen Callin.
Valley Times (N. Hollywood): Allen Ricb.

COLORADO

Free Press (Colorado Springs): Joe Giovando.
Denver Post: Ken White.
Rocky Mountain News (Denver): Glenda Randow.
Denver Times: John W. Fishback.
Durango News: Leo Burrington.
Herald-Democrat (Durango): Tim O'Connor.

CONNECTICUT

Bridgeport Herald: Leo Miller.
Bridgeport Post: Rocky Clark.
Hartford Courant: M. Oakley Stafford.
Hartford Times: Ann Norman.
Stamford Advocate: Len Massell.
Torrington Register: Walter Gelbrecht.
Waterbury American: E. Christy Erk.

DELAWARE

Morning News (Wilmington): Lew Gerluck.

DISTRICT OF COLUMBIA

Times-Herald (Washington): Bernie Harrison.
Washington Post: Soula Stein.
Evening Star (Washington): Harry MacArthur.
The Daily News (Washington): Henry Frankhauser.

FLORIDA

Miami Herald: Marlon Aitchison.
Miami News: Louis Leydon.
Journal and News (Pensacola): Maurice Harling.
St. Petersburg Times: Jack Faulkner.
Tampa Morning Tribune: Phil Barney.
St. Augustine Record: Harvey Lopez.

GEORGIA

Atlanta Constitution: Rita Van Pelt.
Atlanta Journal: Lauren Norvell.

ILLINOIS

Chicago Tribune: Larry Wolters.
Chicago Daily News: Sam Lesner.
Chicago Sun-Times: Bill Irvln.
Chicago Herald-American: Bill McHugh.
Rock Island Argus: Frank Harrington.

INDIANA

Anderson Herald: Maurice Hockett.
Bulletin (Anderson): Juliet Crittenger.
El Wayne News-Sentinel: Bud Manth.
Indianapolis News: Martha McHattin.
Indianapolis Star: George Dyslin.
Indianapolis Times: Robert Schull.
Kokomo Tribune: Charlene Marguiss.

IOWA

Cedar Rapids Gazette: Nadine Subotnik.
Ames Tribune: Arthur H. Hogg.
Davenport Democrat: Ina Wickham.
Daily Times (Davenport): Jennie Strezlecki.
Waterloo Daily Courier: Joyce Maseik.
Journal-Tribune (Sioux City): Willis Forbes.

KANSAS

Top-ka State Journal: Tim Klene.
Top-ka Daily Capital: Jim Reed.
The Wichita Beacon: Sidney Coleman.
The Wichita Eagle: Russ Johnson.

KENTUCKY

Courier-Journal (Louisville): Bill Ladd.
Louisville Times: Angela Pries.

LOUISIANA

Morning Advocate (Baton Rouge): Bob Wilson.
New Orleans Item: Ted Luizza.
New Orleans States: Bob Cublette.
Times-Picayune (New Orleans): Ed Brooks.
Illustrated Press (New Orleans): H. C. Alfred.

MAINE

Pres. Herald, Evening Express (Portland): Otis Williams.

MARYLAND

The Morning Sun (Baltimore): Robert Snyder.
The Sunday Sun (Baltimore): M. Holland.
Baltimore American: Jennie Lea Bird.
Cumberland Sunday Times: William Hunt.
Cumberland News: H. H. Robinson.
Cumberland Evening Times: Gene Gunning.
Morning Herald (Hagerstown): Joseph Harp.
Daily Mail (Hagerstown): Garving Hager.
Hagerstown Globe Independent: Stewart Douglas.

MASSACHUSETTS

Boston Post: Howard Fitzpatrick.
Boston Herald & Traveler: Rudolph Elle.
Boston Globe: Elizabeth Sullivan.
Christian Science Monitor (Boston): Al Hughes.
Boston Record-American: Joseph Anderson.
The Fall River Herald News: Pete Dube.
Eagle-Tribune (Lawrence): Stanley Greenhalgh.
Lynn Daily Item: Doris Latimer.
Newton Village: Philip Ahlin.
Belmont Citizen: G. B. Seavey.
Waltham News-Tribune: Thomas Murphy.
Berkshire Eagle (Pittsfield): Ed Farrell.
Springfield Union & News: Harvey Grey.
Springfield Daily: Robert Pree.
Waretown Sun: Fred Green.
Wellesley Townsman: A. E. Larsson.
New Bedford Etandard-Times: George Geiger.
Worcester Telegram: Frederick L. Rushton.
Evening Gazette (Worcester): James Gourgas.
Sunday Telegram (Worcester): Don Williams.

MICHIGAN

The Detroit News: **Herschell Hart.**
The Detroit Times: **Vera Brown.**
The Detroit Free Press: **Mark Beitaire.**
Flint Journal: **Dorothy Acheson.**
Flint News-Advertiser: **Tom Carstens.**
Flint Weekly Review: **Marshall Boor.**

MINNESOTA

Minneapolis Star & Tribune: **Will Jones.**
Evening Telegram (Superior): **Seegar Swanson.**
St. Paul Dispatch: **Ernestine Kogi.**

MISSISSIPPI

Grenada Daily Star: **Nell Caughman.**

MISSOURI

Kansas: **C. H. Nohe.**
Kansas City Star: **Robert Hoyland.**
St. Louis Globe Democrat: **Harry La Mertha.**
St. Louis Post Dispatch: **James Spencer.**
St. Louis Star-Times: **Ralph Gentles.**
Springfield News & Leader: **Eddie Bass.**

NEBRASKA

Lincoln Star: **Jim Lawrence.**
Lincoln State Journal: **Ray McConnell.**
Omaha World-Herald: **Jake Rachman.**

NEVADA

Reno Evening Gazette: **Shirley Platt.**
Nevada State Journal (Reno): **Frank Sullivan.**

NEW HAMPSHIRE

Monitor-Patriot (Concord): **James M. Langley.**

NEW JERSEY

Press-Union Newspapers (Atlantic City): **Dorothy Shremer.**

Newark News: **Robert Taylor.**
Passaic Herald News: **William Pohle.**
Trentonian: **Ernie Kovacs.**

NEW MEXICO

Health City Sun (Albuquerque): **Betty Shaffer.**

NEW YORK

Knickerbocker News (Albany): **Bob O'Brien.**
Albany Times Union: **John F. Archer.**
Binghamton Sun: **Doris Lyon.**
Binghamton Press: **E. Sturdevant.**
Buffalo Evening News: **Dick Wesp.**
Courier-Express (Buffalo): **Don Trauter.**
Associated Press (N. Y.): **Wayne Oliver.**
N. Y. Daily Compass: **Fred Rayfield.**
N. Y. Daily Mirror: **Nick Kenny.**
N. Y. Daily News: **Ben Gross.**
N. Y. Post: **Al Cusick.**
N. Y. Herald Tribune: **John Crosby.**
N. Y. Times: **Jack Gould, Val Adams.**
N. Y. World Telegram & Sun: **Harriet Van Horne.**
N. Y. Journal American: **Jack O'Brian.**
Rochester Times Union: **Don Yerger.**
Rochester Sun: **Beverly Crowe.**
Syracuse Herald-Journal: **Tom Collican.**
Syracuse Post Standard: **Peg Simpson.**
Schenectady Gazette: **Arthur F. Casey.**

NORTH CAROLINA

Charlotte Observer: **Dick Pitts.**
Charlotte News: **Emery Wlster.**
The Democrat (Greensboro): **Paige C. Holder.**
Greensboro Free Press: **T. E. Wagg.**
Concord Tribune: **Ray Hull.**
Durham Herald & Sun: **Wyatt Dixon.**
Raleigh Times: **Lynn Nisbet.**
Raleigh News & Observer: **June Hall.**
Salisbury Post: **Tenus Cheney.**
Journal-Sentinel (Winston-Salem): **Pat Kelly.**

NORTH DAKOTA

Fargo Forum: **Roy Johnson.**
Bismarck Capital: **Gaylord Conrad.**
Bismarck Tribune: **William Moeller.**

OHIO

Akron Beacon Journal: **Bee Offinzer.**
Canton Repository: **Rose Kesel.**
Cincinnati Post: **Mary Woods.**
Cincinnati Times Star: **Charlton Wallace.**
Cincinnati Enquirer: **Magee Adams.**
Plain Dealer (Cleveland): **George Coudon.**

Cleveland News: **Elmore Bacon.**
Cleveland Press: **Stanley Anderson.**
Columbus Dispatch: **Dean Myers.**
Columbus Star: **Dick Cornin.**
Columbus Citizen: **Joe Bradley Reed.**
Ohio State Journal (Columbus): **Mary McG. Koebel.**
Dayton News: **Bill Barton.**
Portsmouth Times: **Charles D. Mowry.**
Toledo Blade: **Ruth Driftmayer.**
Toledo Times: **Betty Gilmore.**

OKLAHOMA

Oklahoma City Advertiser: **Leon Hatfield.**
This Week (Okla. City): **Colonel Nelson.**
Tulsa Tribune: **John Booker.**
Tulsa World: **Russell Gideon.**

OREGON

Oregon Journal (Portland): **Joe Stein.**
Oregonian (Portland): **William Moyes.**
Medford Mail Tribune: **E. C. Ferguson.**

PENNSYLVANIA

Call-Chronicle (Allentown): **Sam Miller.**
Altoona Mirror: **Richard Beeler.**
Erie Dispatch: **Wesley First.**
Erie Times: **Peg Parsons.**
Johnstown Observer: **Lou Pettigne.**
Pittsburgh Post Gazette: **Harold Cohen.**
Pittsburgh Press: **Si Steinhagen.**
Pittsburgh Sun-Telegraph: **Wilbur D. Clark.**
Philadelphia Daily News: **Jerry Gaghan.**
Philadelphia Inquirer: **Frank Brookhauser.**
Philadelphia Evening Bulletin: **Elmer Cull.**
Reading Eagle: **Owen Thompson.**
Reading Times: **Louis Schlosberg.**

RHODE ISLAND

Westerly Sun: **Abe Solovetzek.**

SOUTH CAROLINA

News & Courier (Charleston): **Pearl Baum.**
Charleston Evening Post: **Belvin Hones.**

TENNESSEE

Jackson Sun: **Harris Brown.**
Knoxville News-Sentinel: **Hugh Allen.**
Knoxville Journal: **Juanita Glenn.**
Memphis Press Scimitar: **Louise Nolan.**
Memphis Commercial Appeal: **Mike McGee.**

TEXAS

Abilene Reporter News: **Katherine Duff.**
Austin American-Statesman: **Dudley Early.**
Daily Texan (Austin): **Ronnie Duger.**
Beaumont Enterprise: **Merita Mills.**
Beaumont Journal: **Anita George.**
Dallas Morning News: **Fairfax Nesbitt.**
Dallas Daily Times Herald: **Douglas Hawley.**
Sun Tribune (El Paso): **Dick Levering.**
Ft. Worth Press: **Jack Gordon.**
Ft. Worth Star Telegram: **Jo White.**
Houston Chronicle: **Mildred Stockard.**
Houston Press: **Bill Roberts.**
Houston Post: **L. Rowsey.**
Port Arthur News: **Grace Foot.**

VERMONT

Burlington Free Press: **Edward Crane.**
Burlington Daily News: **Charles Weaver.**

VIRGINIA

Virginian Pilot (Norfolk): **Warner Twyford.**
Richmond Times-Dispatch: **Norman Rowe.**
Richmond News-Leader: **John Stratton.**
Roanoke Times: **William Atkinson.**
Roanoke World News: **William C. Stouger.**

WASHINGTON

Seattle Times: **Nat Lund.**
Seattle Post-Intelligencer: **Dick Mything.**
Seattle Shopping News: **Henry Larson.**

WISCONSIN

Beloit Daily News: **Minnie Mills.**
Milwaukee Journal: **Bea Papan.**
Milwaukee Sentinel: **Buck Herzog.**
Wisconsin State Journal (Madison): **Wm. L. Doudna.**

WYOMING

Wyoming State Tribune: **Lewis E. Bates.**
Wyoming Eagle: **R. F. MacPherson.**

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
General Sales Manager.....Frank J. Nicht
Business Manager.....William B. Goode

Press Association, Inc. (Associated Press)

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

Executives

President.....Kent Cooper
V.P. and Assistant General Manager.....Oliver Gramling
Radio News Editor.....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—14 West 45th Street.....MUrray Hill 2-4053

Executives

Chairman of the Board.....Herbert Moore
President.....Robert E. Lee Moore
Vice-President.....Rex R. Goad
General News Manager.....Dixon Stewart

United Press Associations

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

Executives

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

PUBLICATIONS

Covering The Field Of Radio—Television—FM

TRADE — FAN — TECHNICAL — GENERAL

THE ADVERTISER

11 W. 42 St., New York 18, N. Y.
Phone: LOnacre 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...Milton Rich, A. Maxwell
Hage, Tom Patterson, 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

200 E. Illinois St., Chicago 11, Ill.
Phone: DE 7-1336

Publisher.....G. D. Crain, Jr.
Editor.....S. R. Bernstein
Exec. Editor (N. Y.).....John Crichton
Managing Editor.....Robert Murray, Jr.

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

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.....Joseph G. Csida
Radio-TV Editor.....Jerry Franken

Branch Offices

188 W. Randolph St., Chicago, Ill.
Phone: CEntral 6-8761
Manager.....Maynard L. Reuter
6000 Sunset Blvd., Hollywood, Calif.
Phones HOLlywood 5831
Manager.....Sam Abbott
2160 Pa'terson St., Cincinnati, O.
Phone: DU'nbar 6450
Pres. & Treas.....E. W. Evans
Arcade Bldg., 8th & Olive Sts., St. Louis, Mo.
Manager.....Frank Joerling

BROADCASTING-TELECASTING

National Press Bldg., Washington 4, D. C.
Phone: MEtropolitan 1022
Editor & Publisher.....Sol Taishoff
Secy. to Publisher.....Gladys L. Hall
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
Branch Offices
488 Madison Ave., New York 22, 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

NUMBER ONE

*promotion medium
to reach and influence
advertisers and agencies*

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 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

Taft Bldg., Hollywood & Vine, Hollywood 28, Calif.

Phone: HEmpstead 8181

West Coast Mgr. David Glickman
Hollywood News Editor. William C. Tuchman
417 Harbour Commerce 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..... Joe Schoenfeld
Managing Editor..... Charles Gerlach, Jr.
Business Manager..... Barbara Oneal

Branch Office

(See listing under VARIETY)

DOWN BEAT

203 North Wabash Ave., Chicago 1, Ill.

Phone: ANdover 3-1612

Publisher Tom L. Herrick
Editor Ned E. Williams

Branch Offices

237 W. 15th St., New York 11, N. Y.

Phone: WA 4-1440

Executive in Charge..... Michael Levin
6110 Santa Monica Blvd., Hollywood 38, Calif.

Phone: PL 1-6946

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..... Evelyn Kolojay
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: LOngacre 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 15, 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, 6425 Hollywood Blvd., Phone GLadstone 8436; Washington Bureau, James J. Butler, 1140-42 Nat'l Press Bldg., Phone ME 0823; 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

Publisher W. R. Wilkinson
Assoc. Publ., Gen. Mgr.... Thomas F. Seward
Editor Don Carle Gillette

Branch Offices

229 W. 42nd St., New York 18, N. Y.

Phone: WIconsin 7-2470

Manager Jack Harrison
6417 Dahlonga Rd., Washington, D. C.

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..... Gordon 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.

CANADIAN RADIO & TELEVISION ANNUAL

Now in its 4th edition . . . containing every name and fact associated with the industry . . . over 4,000 biographical listings.

The only complete volume of all broadcasting activities in Canada.

*Issued yearly from 302
Bay Street, Toronto 1,
Ontario, Canada, at six
dollars a copy.*

Radio-TV Publications

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. Lanng
 France Editor.....Mario Facchinetti
 Holland Editor.....Leo Riemens
 Italy Editor.....Attilio Tramontano
 California Corres.....Jean Cort

Branch Offices

45, rue La Boetie-Caveau, 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,
 Bournemouth, Eng.

Phone: Southbourne 2423

England Editor.....A. R. Lanng

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.....Milton Rich,
 A. Maxwell Hage, Tom Patterson, Arthur
 Coles, Elmer Dressman.

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
 Publishers.....Ned Bitner, John W. Bitner
Branch Office
 446 Wrigley Bldg., Chicago, Ill.
 Phone: Delaware 7-5526
 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. Roderick
 Ass't Advtg. Mgr.....Gus O. Greiff
 Advertising Rep.....Martin S. Sternberg
 Publishers.....Ned Bitner, John W. Bitner

Branch Office

1014 Kimball Hall, Chicago, Ill.
 Phone: HAarrison 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

Branch Offices

306 S. Wabash Ave., Chicago 4, Ill.
 Phone: HAarrison 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.....Jules 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. Gannett
 Executive Secretary.....George W. Bailey
 Technical Secretary.....L. G. Cumming
 Advertising Mgr.....William C. Copp

Branch Office

303 W. 42 St., New York 18, N. Y.

Advertising Mgr.....William C. Copp

In case you haven't heard...

Only the RORABAUGH TV REPORT reveals the names of all TV advertisers—reveals precisely how, where, when and to what extent each one spends his TV dollars every month.

That's why RORABAUGH TV REPORT has become the "bible" of the industry—particularly among advertisers and agencies with a stake in TV.



N. C. RORABAUGH CO.

347 MADISON AVENUE

NEW YORK 17, N. Y.

PRINTERS' INK

205 E. 42 St., New York 17, N. Y.
Phone: MUrray Hill 3-6500

President & Publisher.....C. B. Larrabee
Asst. Publisher.....Henry W. Marks
Advertising Dir.....Robert E. Kenyon, Jr.
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 ANNUAL & TELEVISION YEAR BOOK

YEARLY. 1501 Broadway, New York 18, N. Y. Phone: Wisconsin 7-6336. Jack Alicoate, Publisher-Editor; Frank Burke, Editor; Marvin Kirsch, Vice-President and Manager; William Parker, Associate-Editor. Published annually as the accepted reference volume of the radio and television industry.

RADIO-TELEVISION DAILY

DAILY. 1501 Broadway, New York 18, N. Y. Phone, Wisconsin 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, Ethel Rosen, Manager; Washington Bureau, J. N. "Bill" Bailey, Phone Wisconsin 3271; Chicago Bureau, Ginny Evans, Suite 3013, 333 No. Michigan Ave. Phone, FRanklin 2-3238.

RADIO-ELECTRONICS

(Formerly RADIO-CRAFT)

25 W. Broadway, New York 7, N. Y.
Phone: REctor 2-9690

Editor-in-Chief.....Hugo Gernsback
Editorial Director.....M. Harvey Gernsback

Managing Editor.....Fred Shunaman
Technical Editor.....Robert F. Scott
Associate Editor.....Manfred Wentzel
Production Mgr.....Angie Pascale
Technical Illustration Dir.,

Wm. Lyon McLaughlin

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

Manager.....S. Gernsback
1127 Wilshire Blvd., Los Angeles 14, Calif.
Phone: MAdison 6-1271

Manager.....Raloph W. Harker
582 Market St., San Francisco 4, Calif.
Phone: GARfield 1-2841

Manager.....Ralph W. Harker

RADIO SHOWMANSHIP

1700 Walnut St., Philadelphia 3, Pa.
Phone: KIugsley 5-1494

Publisher.....William G. Kircher
Editor.....Russell G. Carpenter
Circulation Mgr.....Kathryn R. McGiffney
Production Dir.....Ernest A. Cooper
Mechanical Dir.....Fred Barnes

RADIO & TELEVISION JOURNAL

1270 Sixth Ave., New York 20, N. Y.
Phone: Circle 7-5842

Publisher.....Alex H. Kolbe
Editor.....Nat Boolhack

RADIO TELEVISION LIFE

6361 Selma Ave., Hollywood 28, Calif.
Phone: HI 9275

Editor-Manager.....Evelyn Bigsby
Assistant Editor.....Shirley Gordon
Circulation Manager.....Fred Brennwald
Sales Promotion Mgr.....Jack Elms

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
Managing Editor.....William Stocklin
Technical Editor.....Harold Renne

Branch Offices

366 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-8080

V.P., Dir. East. Div.....M. H. Froelich
815 S Hill St, Los Angeles 14, Calif.
Phone: TUCKER 9213

Manager.....Wm. L. Pinney

RADIO & TELEVISION RETAILING

480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 9-7880

Editorial Dir.....O. H. Caldwell
Publisher.....M. Clements
Executive Editor.....J. L. Stoutenburgh

Branch Office

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

HARD HITTING, HIGH CALIBER TIME SALESMAN AVAILABLE



Here is a salesman who knows intimately and in a spirit of warm friendship, virtually every single one of the nation's top buyers of radio and TV time and talent.

More than 350 major broadcasting stations (and networks) have profitably employed this salesman on a continuing basis over the past 20 years, among them such outlets as KFI, KJR, KXOK, WCAU, WDSU, WGAR, WGY, WINS, WIRE, WJW, WLS, WWJ, WLW and many more.

National advertising executives, agency time buyers and others important to the radio industry look on this salesman with favor, depend on him for sound ideas and information, make it a practice of spending several hours each month studying his suggestions.

This salesman is today in a position to help in the sale of *YOUR* station. Many of his friends in the industry are your friends. They will recommend him unqualifiedly as a mature salesman reaching more than 12,000 advertising executives each month.

Unusually low cost for high quality representation. For full information, inquire at once. The ADVERTISER Magazine, 11 West 42nd Street, New York 18, N. Y. Manuel Rosenberg, Publisher.

SALES MANAGEMENT

386 Fourth Ave., New York 16, N. Y.
Phone: LExington 2-1760

PublisherRaymond Bill
EditorPhilip 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

SPONSOR

510 Madison Ave., New York 22, N. Y.
Phone: MURray Hill 8-2772

Pres. and Editor.....Norman R. Glenn
Managing Editor.....Miles David
Senior Editor.....Franklin M. Bannister
Senior Editor.....Erik Arctander
V. P., Adv.....Norman Knight
V. P. & Business Mgr.....Bernard Platt
Advtg. Prod. Mgr.....John Kovchok
Secty.-Treas.Elaine C. Glenn

Branch Offices

360 N. Michigan Ave., Chicago 1, Ill.
Phone: FInancial 6-1556
ManagerKay Brown Prcnsnell
6087 Sunset Blvd., Los Angeles, Calif.
Phone: Hillside 8311
ManagerEdwin D. Cooper

STANDARD RATE & DATA SERVICE

333 N. Michigan Ave., Chicago 1, Ill.
Phone: RANdolph 6-5616

Publisher.....Walter E. Botthof
President & Treasurer....C. Laury Botthof
Executive Vice-Pres.....Albert W. Moss
Asst. Publisher.....R. A. Trenkmann
SecretaryElsa Laury 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

TELE-TECH

480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 9-7880

Editorial Dir.....O. H. Caldwell
Publisher.....M. Clements
Business Mgr.....M. H. Newton
Western Mgr.....S. M. Gaskins

TELEVISER MONTHLY

1780 Broadway, New York 19, N. Y.
Phone: PLaza 7-3723

Editor & Publisher.....Irwin A. Shane
Managing Editor.....Robert E. Harris
Asst. Editor.....Joseph Dermier
Business Mgr.....Lillian Spelar
Advtg. Reps...George Webster, George Theis

Branch Office

3757 Wilshire Blvd., Los Angeles, Calif.
West Coast Rep.....John A. Basset

TELEVISION DIGEST

1519 Connecticut Ave., Washington 6, D. C.
Phone: MICHigan 2020

Publisher.....Martin Codel
Assoc. Editor.....Earl Abrams
Assoc. Editor.....Albert Weinstein
Business Mgr.....Robert Cadel

TELEVISION ENGINEERING

52 Vanderbilt Ave., New York 17, N. Y.
Phone: MURray Hill 4-0170

Pres. & Bus. Mgr.....Bryan S. Davis
Vice-Pres. & Gen. Mgr.....Paul S. Weil
Editorial Dir.....Lewis Winner

Representatives

S. J. Osteu
333 N. Michigan Ave., Chicago, Ill.
James C. Munn

2253 Delaware Dr., Cleveland 6, O.
Brand & Brand

1052 W. Sixth St., Los Angeles 14, Calif.
Brand & Brand

Russ Bldg., San Francisco 4, Calif.

TELEVISION MAGAZINE

600 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-3671

Editor & Publisher.....Frederick A. Kugel
Assistant Publisher.....Norman Markwell
Managing Editor.....James J. McGuinn
Associate Editor.....Cynthia A. Beckett
Associate Editor.....Murray Gross
Business Manager.....Jack Blas
Contributing Editor.....Dr. Alfred N. Goldsmith
West Coast Editor.....Arthur Engel

TIDE

232 Madison Ave., New York 16, N. Y.
Phone: MURray Hill 3-7700

President & Editor.....Reginald Clough
Vice-Pres. & Advtg Dir....Jacob F. Weintz
Secretary-Treasurer.....Leo F. Haggerty
Managing Editor.....Doris Doland
News Editor.....John A. Conway

Branch Offices

360 N. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-5764

Sr. Assoc. Editor.....Elinor Zeigler
National Press Bldg., Washington, D. C.
Sr. Assoc. Editor.....Bainbridge Crist

VARIETY

154 W. 46 St., New York 19, N. Y.
Phone: LUXemburg 2-7200

PresidentHarold Erichs
Editor.....Abel Green

Branch Offices

612 N. Michigan Ave., Chicago 11, Ill.
Manager.....Don Wilson
6311 Yucca St., Hollywood 28, Calif.
Editor (Daily Variety).....Joe Schoenfeld
8 St. Martins PL., London, W-C. Z.,
London, Eng.

Bureau Head.....Harold Myers
1292 National Press Bldg.,
Washington 4, D. C.

Bureau Head.....Herman Lowe

Ask your national representative

You're on the verge of a decision, and a problem.

What business papers to pick for your station promotion?

It's no problem to kiss off, for your choice can have a telling effect on your national spot income.

But where to get the facts?

The answer is simple. Ask your national representative.

He knows. His salesmen get around. They learn which business papers are appreciated, read and discussed by buyers of broadcast time.

His is an expert opinion.

Don't overlook your national representative.

SPONSOR

The shortest distance between buyer and seller

PUERTO RICAN RADIO IN 1951

By HARWOOD HULL, JR., General Manager, WAPA, San Juan, Puerto Rico



Harwood Hull Jr.

NINETEEN HUNDRED AND FIFTY-ONE looms as one of the brightest in history for broadcasters in Puerto Rico—the 350 million dollar U. S. market in the Caribbean.

National as well as local advertisers are increasingly aware of the importance of radio as a means of reaching this mass market of over two and a quarter million

U. S. citizens and have during the past few years relied more and more on Radio for their sales message.

Radio facilities in Puerto Rico following the end of World War II increased markedly and at present there are twenty-four AM stations in operation throughout the island's principal cities, each striving towards better programming and improved service to listeners.

With a decided increase in purchasing power in Puerto Rico, plus the increase in outlets, the number of radio receivers in the island has also shot up amazingly and it is now conservatively estimated that there are at least 350,000 sets in use. These figures prove that the island is first in the number of radio homes per thousand in the entire Caribbean area. Add to this the fact that the listener per set figure in Puerto Rico is among the highest in the world and it becomes evident that broadcasting is today playing a more important role in education, entertainment, and sales than ever before.

Puerto Rican purchases from the U. S. mainland increased sharply in the last half of 1950, especially in the two months following the outbreak in Korea. Compared to the same months of 1949, shipments to the island during July and August rose \$22,000,000, or 48 per cent. Every major item, except pork products, participated in the increase, which was equivalent to almost an extra month's purchases. Flour purchases rose 4 per cent in quantity and gasoline shipments were

7 per cent higher. Fertilizer increased 132 per cent and lard was 101 per cent higher. Rice, the territory's leading food staple, gained 78 per cent for the two months.

The value of textiles sent to the island for the needlework industry rose 96 per cent, and buildings material shipments, which had been on a decline for some months, went up 26 per cent in value.

As a result of the post-Korean buying, the island's purchases for the first eight months of the calendar year showed an increase of 15 per cent over the same period a year ago, totaling \$234,000,000.

Island broadcasters themselves are well aware of the encouraging prospects for 1951 and are investing in station improvement in both the technical and programming fields. With the aid of the Puerto Rican Association of Broadcasters, to which all island stations belong, wide improvements in techniques, practices and policies have been instituted. This will continue to reap results in the year ahead. Rate structures have been stabilized and improved methods of operation have also been instituted as a result of the Broadcasters Association.

Theodor Saba, President of the Advertising Agency Association of Puerto Rico, states: "Radio in Puerto Rico has taken giant strides in the right direction during 1950. All agencies have seen better programming, more accurate scheduling, and most important, definite sales results for clients in this top medium. The time-buyer can be assured that no other media in Puerto Rico offers such a wide, universal appeal as does radio and that no major advertising program can afford to be without radio for complete coverage at the lowest cost per impression."

A consensus of opinion from the broadcasters themselves indicates that from contracts already placed by leading national as well as local clients, 1951 appears likely to be a banner year in Puerto Rican radio. The island broadcasters agree, however, that the turn of events in the world situation will be a decisive factor in the economy of the nation which will reflect itself on insular trade and advertising dollars. Economically, Puerto Rico faces 1951 as one of the most encouraging on record.



TIDE Leads in Radio-TV Promotion year after year . . .

- 1947 — TIDE 9% OVER second publication
- 1948 — TIDE 25% OVER second publication
- 1949 — TIDE 34% OVER second publication
- *1950 — TIDE 39% OVER second publication

. . . in pages of Radio-TV advertising in the advertising press:

TIDE, Advertising Age, Advertising Agency, Printers' Ink.
(*10 months of 1950)

. . . leading stations and networks concentrate their national promotion in TIDE — because they know they reach the important advertising executives with “decision-power.” The TIDE market — the pre-conditioned, receptive buying people of the advertising business.

. . . are you getting the full benefit of this direct, effective and economical way to promote yourself nationally?

It will pay to investigate —

TIDE

The Newsmagazine for Advertising Executives
232 Madison Avenue — New York 16, New York



★ ★ ★ ★ ★ ★ ★ ★ ★ ★

NETWORKS
OF THE
UNITED STATES



NATIONAL
REGIONAL



LEADER...in nearly 1/10th of America

This is a BIG market — 13,658,000 people (3,611,800 radio families). It's the WLW Merchandise-able Area. (330 counties of seven states.) In it, WLW is the LEADER among media . . . WLW reaches

MORE of its people

MORE often, to sell

MORE products for

MORE advertisers at a

LOWER cost per impression than any other single medium.

New York 20
630 Fifth Ave
Circle 6-1616

Chicago 1
360 N Michigan
State 2 0366



Cincinnati 2
140 W Ninth St
CHerry 1822

Hollywood 28
6381 Hollywood Blvd
HOLly d 9-5408

CROSLY BROADCASTING CORPORATION



Robert E. Kintner
President

American Broadcasting Company

RADIO and television in America are geared to meet the demands of the public and the government in the national emergency.

We know that the audience in both radio and television is staying close to their receivers in order to keep abreast of current developments on the home front as well as overseas. They are turning to radio and television in ever increasing numbers for this information. In addition the audience for variety, public interest, entertainment and other programming fare constantly is increasing.

To see this picture as it stands at the close of 1950 it is necessary to look at the economic position of radio and television. Here, we find that radio, still way out front in circulation and billings over its younger brother—Television—is getting its second wind.

Looking over the advertising picture as a whole, it seems apparent that more and more advertisers are turning to radio to do their mass audience selling and that, as in the past, they will concentrate on the medium for this job while using other media, including television, for specialized sales efforts.

Looking first at radio we find that it is today the most effective medium for delivering the biggest audience for the advertiser's dollar. Ninety-five percent of the nation's 42,843,800 families are radio families. Radio sponsorship has been increasing steadily, even against the competition of television and other media, and radio gross billings have swelled from \$374,086,686 in 1947 to \$428,990,000 at the end of 1949.

During 1950 production of radio sets—home, automobile, portable—approximated 12,800,000 and current surveys indicate a production of some 7,000,000 sets during the coming year. Certainly this adds up to a picture of a healthy, flourishing industry.

There is, of course, no gainsaying that television has been the "glamour boy" of the advertising world during the past year and that the effect of its impact is just beginning to be realized. We at the American Broadcasting Company are quite cognizant of this.

At the beginning of this year we had eight television advertisers. We now have forty-three commercial television accounts—a five hundred percent increase. Our television network comprises sixty-four stations. ABC's gross television billings are running at the rate of \$21,500,000 a year.

With some 9,845,300 sets installed television now reaches nearly 24 percent of the nation's families. Estimates are that four million more television sets will be produced next year. So that, even with foreseeable cutbacks, the number of TV sets in use during 1951 will be almost double that prevailing during the past year.

With the greatly expanded audience thus available, there is no doubt that television will achieve great strides in its every phase—programming, production, advertising impact.

The increasing overlap of the radio and television audience calls for the most stringent attention on the part of the broadcaster and the advertiser for the best utilization of both media.

With the uncertainties surrounding the world situation and its constantly changing effect on the domestic economy no clear-cut prediction can be made concerning the future for the industry as a whole. However, this much is certain.

The close of 1950 finds the American Broadcasting Company looking back on a year in which much has been accomplished in both radio and television and the advent of 1951 with its many questions and problems looming ahead finds the company's radio and television networks geared to shoulder their full responsibilities and, by the same token, to shoulder the needs of local and national advertisers for reaching mass audiences on an intimate basis.

CASTING COMPANY



AMERICAN Broadcasting Company, Inc.

*R.C.A. Bldg., 30 Rockefeller Plaza, New York 20, N. Y.
(Telephone Number Circle 7-5700)*

BOARD OF DIRECTORS

Edward J. Noble, Chairman
Mark Woods, Vice Chairman of the Board

Earl E. Anderson	Robert H. Hinckley	C. Nicholas Prialux	Owen D. Young
Alger B. Chapman	Robert E. Kintner	Franklin S. Wood	William Zeckendorf

OFFICERS

Edward J. Noble, Chairman of the Board	C. Nicholas Prialux, Vice-President & Treasurer
Mark Woods, Vice Chairman of the Board	Leonard Reeg, Vice-President
Robert E. Kintner, President	Robert Saudek, Vice-Pres. & Asst. to the Pres.
Earl E. Anderson, Vice-President	Frank Samuels, Vice-President
Otto Brandt, Vice-President	Alexander Stronach, Vice-President
James Connolly, Vice-President	Fred Thrower, Jr., Vice-President
Robert H. Hinckley, Vice-President	Thomas Velotta, Vice-President
Ernest L. Jahncke, Vice-President, Radio	Paul Whiteman, Vice-President
Joseph A. McDonald, Vice-Pres., Secy., Gen. Atty. & Asst. to the Pres.	Ernest Felix, Asst. Treasurer
Frank Marx, Vice-President	Aaron Rubin, Asst. Treasurer
John H. Norton, Vice-President	Walter C. Tepper, Controllor
	Geraldine B. Zorbaugh, Asst. Gen. Atty., Asst. Sec.

DEPARTMENTS & DIVISIONS

Engineering

Frank Marx, Vice-President
James L. Middlebrooks, Chief Facilities Engineer
William Trevarthen, Dir. of Technical Operations
Clure Owen, Administrative Assistant
John Preston, Chief Allocations Engineer
Merle Worster, Television Oper. Supervisor
George F. Fisher, Jr., AM Operations Supervisor

Co-operative Programs Local & Spot Sales, Station WJZ

Rolph Dennis, Mgr. of TV Spot Sales
James Pollak, Program Dir., WJZ
Clarence L. Doty, Mgr. of WJZ-TV
Earl Salmon, Mgr. of Radio Spot Sales
Ted Oberfelder, Mgr. of WJZ
Ludwig Simmel, Mgr. of Co-operative Prog. Sales

Stations—Traffic

Otto Brandt, Vice-President for TV Stations
James Connolly, Vice-President for AM Stations
Alfred Beckman, Dir. of Station Clearance
Richard Rawls, Mgr. TV Sta. Relations
Reginald Willcocks, Traffic Manager
William Wiley, Mgr. A. Sta. Relations

Finance, Purchasing, Office & Studio Services, Personnel & Recording

C. Nicholas Prialux, Vice-President & Treasurer
Henry T. Hede, Director of Purchases and
Office and Studio Services
Aaron Rubin, Asst. Treasurer
Lawrence A. Ruddell, Recording Director
Walter C. Tepper, Controllor
Drew Van Dam, Director of Personnel

WASHINGTON, D. C., OFFICE

1703 K Street
Robert H. Hinckley, Vice-President
WXYZ, Inc.
1700 Stroh Bldg., Detroit, Mich.
James E. Riddell, President

Legal

Joseph A. McDonald, Vice-Pres.,
Secy., Gen. Atty. & Asst. to the Pres.
Omar F. Elder, Attorney
William Phillipson, Attorney
Geraldine B. Zorbaugh, Asst. Gen. Atty., Asst. Sec.

Public Affairs

Robert Saudek, Vice-Pres., Asst. to Pres.
Mary Ahern, Suprv. of Public Affairs Prog.
Mitchell DeGroot, Mgr. of Adv. & Promotion
Arthur B. Donegan, Asst. Publicity Director

Ben Gedalia. Mgr. of Research
 Grace Johnsen. Dir. of Continuity Acceptance
 John W. Pacey. Dir. of Publicity
 Ruth Trexler. Mgr. of Religious & Educ. Act.

News & Special Events

Thomas Velotta. Vice-President
 John Madigan. Director of News
 Donald Coe. Director of Special Events
 Paul Scheffels. Assistant to Vice-President

Program—Television

Alexander Stronach. Vice-Pres. for TV Programs
 Harold Morgan. Nat'l Dir. of TV Operations
 Burke Crotty. Exec. Producer
 Nat Fowler. Film Dir.
 Anthony Hennig. Business Mgr.
 Charles Holden. Prod. Mgr.
 Robert Holland. Mgr. of Film Services

Central Division—Chicago

John H. Norton. Vice-President
 Robert L. Anderson. Research Supervisor
 Robert Atwood. Sales Service Mgr.
 Dick Woollen. Radio Prog. Mgr.
 Kenneth Christiansen. Mgr. of Traffic & Com.
 Walter L. Emerson. Legal Counsel
 E. C. Horstman. Engineering Manager
 Donald Kilian. Dir. of TV Programs
 Burr E. Lee. Radio Production Manager

Western Division—Hollywood

Frank Samuels. Vice-President
 Clifford Anderson. Radio Program Business Mgr.
 Amos Baron. Western Div. Radio Sales Mgr.
 Dorothy L. Brown. Continuity Acceptance Editor
 Philip G. Caldwell
 West. Div. Mgr. of Tech. Operations
 Francis Conrad
 West. Div. Dir. of Radio & Mgr. of Station KECA
 Dresser M. Dahlstead. Radio Prod. Manager

Western Division—San Francisco

Gayle Grubb. General Mgr. KGO
 Maurice Baker. Adv. Promotion & Publicity Mgr.
 A. E. Evans. Engineering Manager

James McNaughton. Art Dir.
 Paul Mowrey. Nat'l Dir. of TV Prog. Sales

Program—Radio

Leonard Reeg. Vice-President for A.M. Pgms.
 Programming—AM
 Paul Whiteman. Vice-Pres. Charge of Music AM
 Richard Bannier. Dir. of Mus. Rts. & Music Lib.
 Leonard Blair. Eastern Production Mgr.—AM
 Raymond Diaz. Dir. of Prog. Operations
 J. Ward Mitchell. Mgr. of Script & Prog. Prom.
 Frank Vagnoni. Mgr. of Music Division
 Mort Weinbach. Prog. Dept. Bus. Mgr. AM

Sales

Fred Thrower, Jr. Vice-President for TV Sales
 Charles T. Ayres. Dir. of Radio Sales
 Slocum Chapin. Eastern TV Sales Mgr.
 William Ensign. Eastern Radio Sales Mgr.

Dean Linger. Mgr. of Sales Prom.
 Jack McCord. Prog. Business Mgr.
 Robert McKee. Sales Mgr. Network Radio
 Roy McLaughlin. Mgr. WENR,
 Nat'l Spot & Local Sales Mgr.
 Francis McNulty. Music Rights Supvr.
 Cornelius O'Dea. News Supervisor
 Robert M. Savage. Continuity Supervisor
 James L. Stirton. General Mgr. & Sales Mgr.
 Gerald R. Vernon. Coordinator of TV Sales

John I. Edwards. Program Manager Western Div.
 Ernest Felix. Asst. Treas., Per. Dir. & Office Mgr.
 Jerry Ross. Publicity Manager
 Robert Laws. Western Div. TV Sales Mgr.
 Richard A. Moore. Asst. Gen. Mgr. & Dir. of TV
 Operations, and Mgr. KECA-TV
 William K. McDaniel. KECA-TV Sales Mgr.
 Harry Walstrom. KECA Radio Oprs. Mgr.

Vincent A. Francis. Local Sales Manager
 Victor Reed. News Editor
 Bloyce Wright. Program Manager





Stations Owned and Operated By ABC

WJZ New York
 WXYZ Detroit
 WENR Chicago
 KECA Los Angeles
 KGO San Francisco

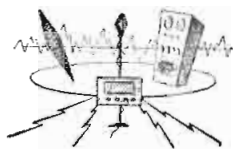
Stations Planning and Advisory Committee

Roger W. Clipp, WFIL, Philadelphia, Pa., Chair-
 man, District 1
 J. P. Williams, WING, Dayton, Ohio, District 2
 E. K. Hartenbower, KCMO, Kansas City Mo.,
 District 3
 T. B. Lanford, KRMO, Shreveport, La.
 District 4

Harold Hough, WBAP, Fort Worth, Texas, Dis-
 trict 5
 Frank Carman, KUTA, Salt Lake City, Utah,
 District 6
 Arch Morton, KJR, Seattle, Wash., District 7
 Owen Uridge, WQAM, Miami Fla. District 8
 James W. Hicks, WCOS, Columbia, S. C.

Detroit  is not only the world's  greatest automotive  center, it is also one of the nation's most important radio production centers.  And the center of Detroit's radio production is.....

TRENDLE-CAMPBELL ENTERPRISES, INC.



Because Trendle-Campbell originates four live programs on two national networks. These are the nationally famous *LONE RANGER* Monday-Wednesday-Friday weekly, 7:30 to 8:00 p.m. on ABC. Also, the *LONE RANGER* on television every Thursday from 7:30 to 8:00 p.m. on ABC network.



CHALLENGE of the YUKON p.m. Saturday and 3:00 to 3:30 on the Mutual Network.



5:30 to 6:00 p.m. Sunday

AMERICAN AGENT, 8:00 to 8:30 p.m. every Wednesday on ABC.

THE GREEN HORNET about to go on television in the very near future.



TRENDLE-CAMPBELL ENTERPRISES, INC.

1800 Strah Building

Detroit 26, Michigan



Frank Stanton
President

Columbia Broadcasting System

THIS year, the broadcasting industry faces perhaps the greatest challenge of its quarter-century history. Now perhaps more than ever broadcasting will be called upon to exert itself to the utmost in order to serve our country in time of crisis, and to protect and defend the present and future of America.

The recent critical months have once again served to demonstrate the continuing vitality and importance of radio.

Once again the people turn to radio as their swiftest and best source of information about the things that most matter to them. It is reassuring to us in broadcasting, as I am sure it must be to our government, to know that radio's power, authority and vigor are undiminished; that today it stands fully prepared to serve the country to its utmost.

And now television has assumed a like stature in many of our communities and is equipped to aid in bringing our people a clear and vivid picture of their times.

We at CBS view the future with the same hopes and the same anxious fears all Americans feel today. But we are confident that the network was never in a better position to serve the needs of the people; to provide them with the fullest, swiftest and most trustworthy news and information; to lighten their burdens with the best of entertainment.

During the past 12 months, CBS has extended the scope of its listening to the highest point in history. In addition to the national favorites familiar to all radio listeners, CBS introduced many new programs and personalities, in every field of programming, and in both radio and television.

Notables names added to the list of exclusive CBS contracts included Frank Sinatra, Harold Peary, Alan Young and Sam Levenson. Additions to CBS schedules included Horace Heidt and Morton Downey in both radio and television; and

Perry Como, Gene Autry and Vaughn Monroe in television. Important and successful television debuts were made during the year by Jack Benny, Edgar Bergen and Charlie McCarthy, Burns and Allen, Ken Murray, and Garry Moore.

The outbreak of hostilities in Korea brought about an acceleration and heightening of CBS news programming. Top news teams were sent at once to the battlefields, and through tape recordings and motion picture films were able to provide important news coverage for both radio and television audiences.

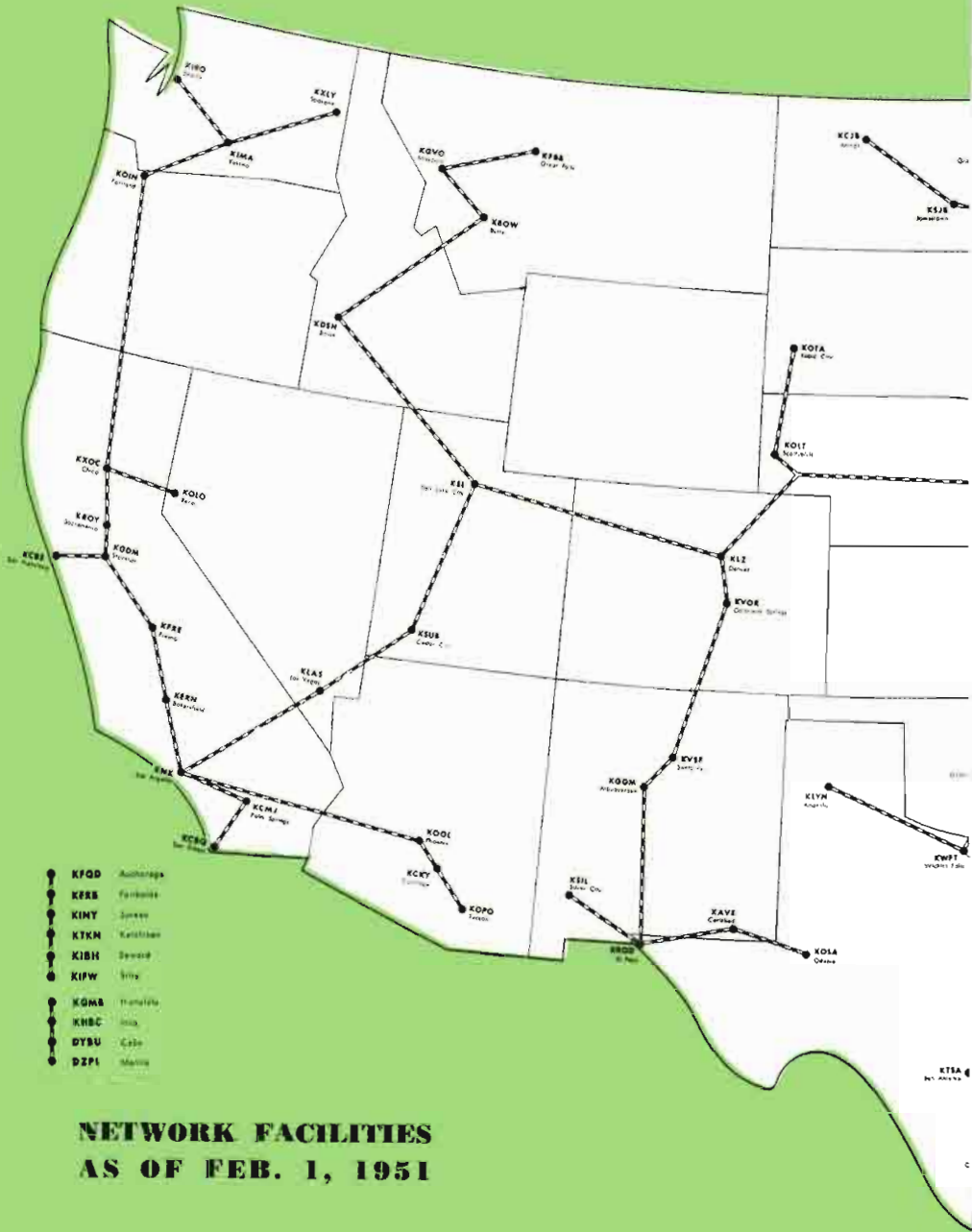
CBS television coverage of the United Nations Security Council and General Assembly sessions won widespread praise from press and public.

Two New Year's broadcasts, one in 1950, one in 1951, brought to the radio and television audiences the voices and faces of top CBS newsmen from all over the world, who had flown to New York for these significant broadcasts, and brought listeners and viewers alike a clear sense of the complex, tense and dramatic world picture. And late in the year a new concept of news programming was introduced with the debut of the program, "Hear It Now," produced by Edward R. Murrow and Fred Friendly, bringing the week's important events in the actual voices of the people who made the news.

During this same year, CBS has extended the services of both its radio and television networks. And it has won substantial recognition from industry, which has expressed confidence in CBS by sponsoring more program time than ever before in the network's history.

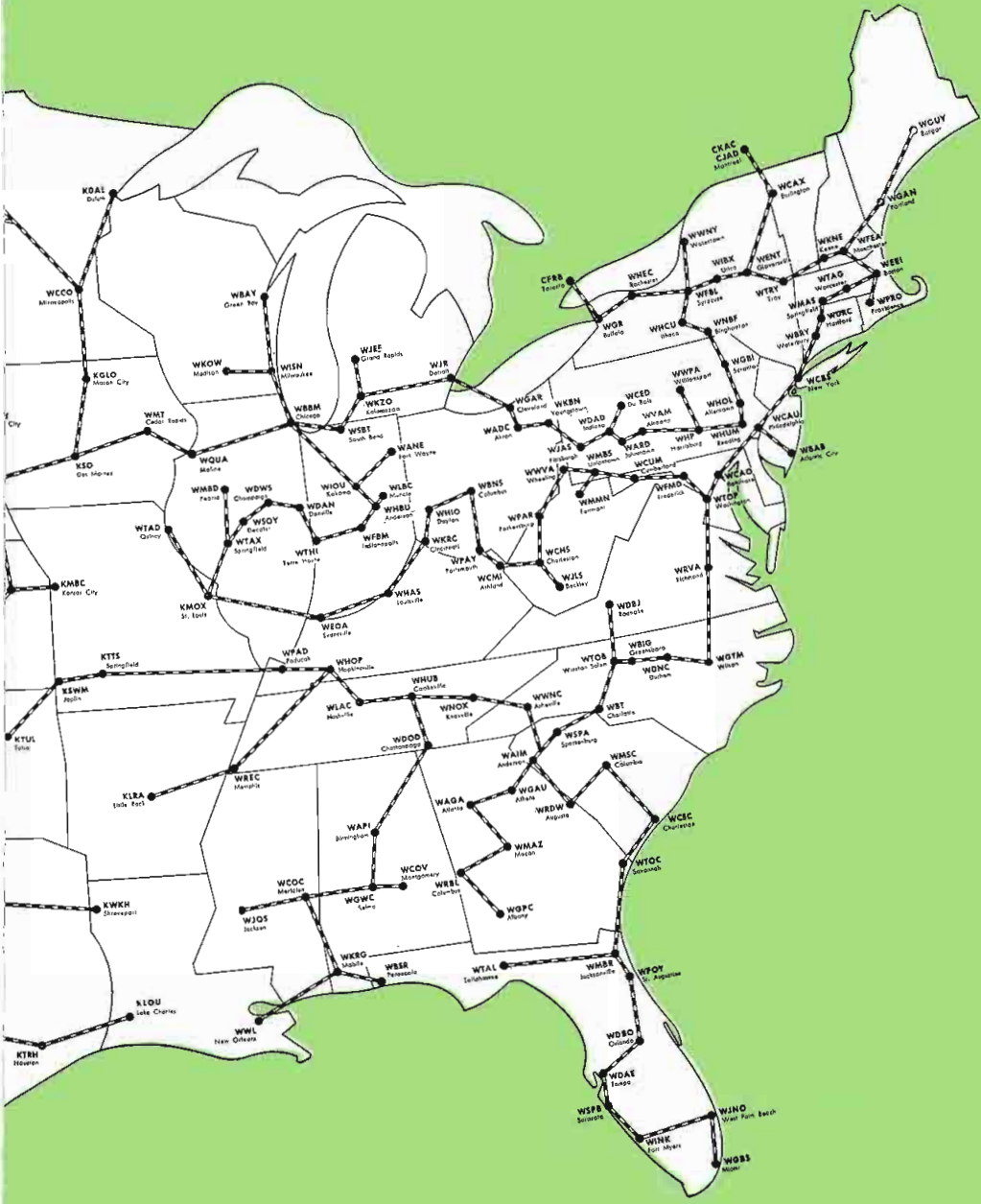
With this abundant testimony to the strength of the network in both radio and television, we at CBS face the present year with the firm confidence that never in our history have we been in a stronger or more vigorous position to accept the challenge ahead — and to perform the services radio and television are uniquely designed to accomplish.

COLUMBIA BROADCAST



**NETWORK FACILITIES
AS OF FEB. 1, 1951**

CASTING SYSTEM



C O L U M B I A

Broadcasting System, Inc.

Executives and Staff

485 Madison Avenue, New York 22, N. Y.

Telephone: PLaza 5-2000

Registered Telegraphic Address—COLUMBIA NEW YORK

BOARD OF DIRECTORS

Prescott S. Bush	Isaac D. Levy	Samuel Paley	Dorsey Richardson
Ralph F. Colin	Leon Levy	William S. Paley	Frank Stanton
J. A. W. Iglehart	Edward R. Murrow	Joseph H. Ream	Edward Wallerstein
General Counsel.....Rosenman, Goldmark, Colin & Kaye.			

Officers

William S. Paley.....Chairman of the Board	Peter C. Goldmark... Vice President in Charge
Frank Stanton.....President	of Engineering Research and Development
Joseph H. Ream.....Executive Vice President	Louis Hausman.....Vice President in Charge
Adrian Murphy	of Sales Promotion and Advertising
Vice President and General Executive	Arthur Hull Hayes
Howard S. Meighan	V. P. in Charge of San Francisco Office
Vice President and General Executive	William B. Lodge
Lawrence W. Lowman	Vice President in Charge of General Engineering
Vice President and General Executive	Hubbell Robinson, Jr.
Daniel O'Shea,	Vice President in Charge of Network Programs
Vice President and General Executive	James M. Seward... Vice President in Charge of
Frank Falknor	Business Affairs, Network Programs
Vice President in Charge of Program Operations	J. Kelly Smith
H. V. Akerberg	V. P. in Charge of Station Administration
Vice President in Charge of Station Relations	J. L. Van Volkenburg
H. Leslie Atlass	Vice President in Charge of Network Sales
Vice President in Charge of Central Division	Julius F. Brauner, Secretary and General Attorney
Earl H. Gammons	S. R. Dean.....Treasurer
Vice President in Charge of Washington Office	William J. Flynn.....Assistant Treasurer
William C. Gittinger	Arthur S. Padgett.....General Auditor
Vice President & Asst. to the President	Edward Saxe.....Controller
	Kenneth Yourd.....Assistant Secretary

DEPARTMENTS AND DIVISIONS

General Engineering Department

William B. Lodge, V.P. Chg. of Gen. Engineering
 A. B. Chamberlain.....Chief Engineer
 H. A. Chinn.....Chief Audio-Video Engineer
 J. W. Wright.....Chief Radio Engineer

Accounting Department

S. R. Dean.....Treasurer and Comptroller
 William J. Flynn.....Assistant Treasurer
 Norman C. Hadley.....Chief Accountant

Business Affairs, Network Programs

James M. Seward... Vice President in Charge
 I. S. Becker.....Director
 Henry White.....Business Manager
 Merritt Coleman.....Assistant to Director
 Janice O'Connell Supervisor, Literary Clearance
 and New Program Ideas
 Kenneth L. Yourd, Director of Business Affairs,
 Network Programs, Hollywood
 Martin Leeds.....Associate Director

Program Operations

Frank Falknor.....Vice-President in Charge
Gilson Gray...Director of AM Program Operations
Henry Grossman...Dir. of Plant and Construction
Richard Redmond...Dir. General TV Operations
R. L. Hopkins.....Director, Set Construction
James Connors.....TV Business Manager
R. G. Thompson...Manager, Technical Operations,
and Chief Engineer of WCBS
Paul Wittlig...Manager, TV Technical Opera.
Harold Meier...Manager of Program Operations
Horace Guillotte...Manager, Network Operations
Hugh Cowham.....Traffic Manager
John E. Forsander.....Purchasing Agent
Albert H. Bryant....Manager, Transportation,
Mail, File, Mimeograph
Julius Mattfeld.....Director, Music Library
Lucile Singleton...Director, Vocal Auditions and
Manager, Record and Script Library
Laurette Banks.....Manager, Ticket Division
W. C. Harrington....Manager, Copyright Div.
Harriet Hess.....Supervisor, Program Typing
Emily Scheiner.....Supervisor of Ediphone
Walter Pierson.....Manager, TV Studio and
Playhouse Operations
James Swenson....Manager, Building Operations

Engineering Research and Development Department

Peter C. Goldmark...Vice President in Charge
John W. Christensen.....Chief Engineer
John Martin.....Executive Assistant
Richard Mahler.....Industrial Consultant

Public Affairs

Sig Mickelson.....Director of Public Affairs
Edward R. Murrow...Counselor on 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.
Walter L. BarberDirector of Sports Division
John Derr.....Associate Director of Sports

Personal Relations Department

Robert Kalaidjian Director of Personnel Relations
Charles Burt Personnel Administrator
Dr. Jack Nelson.... Director Medical Office

Network Sales Department

J. L. Van Volkenburg.....Vice-Pres. in Charge
John J. Karol.....AM Sales Manager
David Sutton.....TV Sales Manager
William J. Fagan.....Administrative Mgr. AM
Allyn Jay Marsh.....Dir. of Program Sales AM
Eldon Hazard.....Assistant Sales Manager
Thomas Connolly....Dir. of TV Program Sales
Edward Shurick...Market Research Counsel (A.M.)
Arthur Duram...Market Research Counsel (TV)
T. P. Maguire.....Sales Service Manager
Ben Margolis....Sales Service Manager (TV)
Chicago Office Network Sales,
410 North Michigan Avenue
Wendell Campbell.....Western Manager
Detroit Office Network Sales
Fisher Building
Joseph SpadeaManager

Legal Department

Julius F. Brauner...Secretary and Gen. Attorney
Henry Howard, Jr.....Senior Attorney

Budget Department

Paul NagelDirector

Auditing and Tax Department

Arthur S. Padgett.....General Auditor
Norman DuFrane.....Chief Auditor

Program Department

Hubbell Robinson, Jr., ..Vice-Pres. in Charge of
Network Programs (AM & TV)
Harry S. Ackerman...Exec. Head of Production
Lester Gottlieb...N. P. Dir. of Programs (AM)
Harry Ommerle.....Director, TV Programs
Guy della Cioppa...Associate Director of Network
Programs, Hollywood (AM & TV)
Gerald Maulsby...Manager of Broadcasts (AM)
Charles Underhill.....General Manager, NY
Jerome Danzig....Associate Dir., TV Programs
Allan Parr.....TV Program Manager
James Fassett....Director, Serious Music
Charles Monroe....Associate Script Editor
Hal Hudson...Manager, TV Network Programs,
Hollywood

News

Edmund A. Chester...Director, CBS News
Wells Church.....Editor-in-Chief
Robert Bendick...Director, Special Events
Theodore Koop...Director of News, Washington

Press Information

George Crandall . . . Director of Press Information
Michael J. Foster . . . Assistant Director
Michael Bosica . . . Executive Assistant
Harry Feeny . . . Trade News Editor
Harry Warner . . . Manager of Operations
Walter Seigal . . . Mgr. of Photographic Division
Anne Harding . . . Manager of Service Division
Dorothy Leffler . . . Manager of Magazine Division

Reference Department

William C. Ackerman
Director of Reference Department
Agnes Law . . . Librarian

Research Department

Oscar Katz . . . Director of Research
Harper Carraine . . . Asst. Dir. Research
Edward Reeve . . . Research Projects Manager

Housewives' Protective League Productions

Edward W. Wood . . . General Sales Manager

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 . . . Manager Sales Development
George Dunham . . . Eastern Television Sales Manager
William Shaw . . . Eastern Sales Manager
Gordon F. Hayes . . . AM Sales Manager, Chicago
Sam Digges . . . TV Sales Manager, Chicago
H. H. Holtshouser
Southern Sales Manager (AM), Memphis
Hugh Stump . . . AM Sales Manager, San Francisco
Lmont Thompson
TV Sales Manager, San Francisco
Richard Elpers
AM-TV Sales Manager, Los Angeles
Ralph Patt . . . AM-TV Sales Manager, Detroit

Sales Promotion and Advertising Department

Louis Hausman
Vice President, Dir. Sales Prom. & Adv.
William Golden . . . Associate Director
John P. Cowden . . . General Manager
Charles Oppenheim
Manager of Program Promotion
Henry Brenner . . . Manager of Trade Promotion

Station Administration Department

J. Kelly Smith
V.P. in Charge of Station Administration
Edward DeGray . . . Executive Asst. to the President

COLUMBIA BROADCASTING SYSTEM

Standard Stations:
KMOX, St. Louis
KNX, Los Angeles
WBBM, Chicago
WCBS, New York

WCCO, Minneapolis
WEEI, Boston
KCBS, San Francisco
FM Stations:
KNX-FM, Los Angeles

WBBM-FM, Chicago
WCBS-FM, New York
WEEI-FM, Boston
TV Station:
CBS-TV, New York



FRANK WHITE
President

Mutual Broadcasting System

IT seems to me that one of the purposes served by the Annual Statement tradition lies in the fact that the writing of a president's yearly review requires a time-out look at things from a better perspective than can be had during day-to-day operations. So, let's take time out and see how things look at the beginning of 1951.

One sound effect still being heard throughout the advertising business is the tinkle of the crystal balls belonging to those seers who only a few months back could still see nothing but the prompt obsolescence of all AM radio at the hands of TV. The figures now available reveal that television had a most handsome year in 1950—but so did that segment of network radio with which I am most familiar. So, it is especially gratifying to hear these sages now repudiating their premature AM obituaries.

In this same connection it is also a pleasure for me to report that throughout a large part of 1950 more people were listening to Mutual stations than in 1949. The first December ratings are the latest available from Nielsen as I write this, and they show that nearly 10 per cent more homes were tuned to the average commercial program on Mutual than a year ago. An amiable year-end chat like this is hardly the place to labor the fact that Mutual does seem to be peculiarly resistant to TV—since it is the *only* network to show *any* audience gain during the year.

Why this special improvement against the general trend? Twelve months ago we felt that 1950 was a year for sensible, ear-to-ground, eye-to-horizon planning . . . a time for consolidating assets and accurately weighing their potential value. As to the working out of these plans, the daily pages of this journal have offered

a better chronicle of our progress, month by month, than I could attempt to detail here. But the precise measurement of certain plusses, which helped the progress along, does merit mention in this review.

In the spring of last year, we got Crossley to blaze some trails into little-known areas of the U. S., well off the highways of regular research. His methods were regular enough (coincidental-telephone technique) but his field was that unexplored territory where only one network has a station inside each market. Half a million interviews made this the biggest such study ever made—and advertiser-interest in the findings has fully justified the effort they took.

Home-town audiences listen most to home-town stations . . . in retrospect, that conclusion seems obvious. But since we have far and away the most home-town stations, and since our home-town America adds up to a full fourth of the U. S., it was clearly up to us to prove that conclusion, down to decimal points. So we did—and came up with corollary evidence that TV, significantly, gets into that whole, aggregate market to the extent of less than one-tenth of 1 per cent.

No report on Mutual is complete without a nod to Mister Plus—largely because this trade character is charged with the job of keeping people posted on all the specific advantages that work here. Mister Plus hit his first regular stride in 1950, and he has made it our job to keep him supplied with practical, proven advantages to report. Between us, we plan to keep each other busy through all of the foreseeable future.

What else can I say about the future? Strictly on its performance in 1950, network radio has earned itself the soundest prospects in its history. The only thing original about my own optimism regarding the future of AM lies in the methods of Mutual and its 500-plus AM stations in helping the medium fulfill those prospects.

CASTING SYSTEM



MUTUAL Broadcasting System

Executives and Staff

1440 Broadway, New York 18, N. Y.

Phone, Pennsylvania 6.9600

Executive Personnel

Board of Directors

Theodore C. Streibert...WOR, New York, Chmn.

Thomas O'Neil
Yankee Network, Boston, Vice-Chmn.

E. M. Antrim...WGN, Chicago

Willet H. Brown...Don Lee Network, Hollywood

Benedict Gimbel, Jr....WIP, Philadelphia

J. R. Poppele...WOR, New York

Frank Schreiber...WGN, Chicago

Linus Travers...Yankee Network, Boston

H. K. Carpenter...WHK, Cleveland

Frank White...MBS, New York

Officers

Frank White...President

William H. Fineshriber
V.P. in Chg of Programs

Adolf N. Hult...V.P. in Chg. of Sales

E. M. Johnson
V.P. in Chg. of Station Rel. and Engineering

Robert A. Schmid...V.P. in Chg of Adv.,
Publicity, Planning and Research

E. M. Antrim...Secretary

James E. Wallen...Treasurer

Office Management

James E. Wallen...Treasurer

Beatrice M. Marschner...Personnel Director

Ruth Hendler...Purchasing Agent

Gaile Dody...Supervisor, Central Steno

Sigrid Ramberg...Supervisor, File & Reception

Program Department

William H. Fineshriber, Jr...Vice-President

Adolph Opfinger...Assistant Program Director

Milton Burgh...Director of News

Arthur Feldman...Director of Special Events

Paul Jonas...Director of Sports

Herbert Rice...Director of Production

B. J. Hauser...Director of Co-op Programs

Sally Raynor...Asst. Director of Co-op Programs

Harold M. Wagner...Mgr. of Program Operations

Legal Counsel

Louis C. Caldwell, Keith Masters

Andrew C. Hamilton...of Kirkland, Fleming,
Green, Martin & Ellis, Washington, D. C.
and Chicago.

McGoldrick & Dannett...New York

Elisha Goldfarb...MBS Counsel

John Newhouse. Asst. Mgr. of Program Operatons
 Edwin Otis.....Commercial Program Supervisor
 Dorothy Kemble.....Director of Continuity
 Acceptance, Religious & Educational Programs
 Marion Lennox
 Asst. Director of Continuity Acceptance
 Isabel S. Biasini
 Asst. Director of Religious Programs
 Dolores Goudsward. Supervisor of Program Traffic
 Hugo Seiler, Frank Miller
 Night Program Supervisors
 Idella Grindlay.....Day Program Supervisor

Station Relations and Engineering

E. M. Johnson.....Vice-President
 Charles Godwin.....Southern Mgr.-Sta. Rel.
 Robert Carpenter.....Eastern Mgr.-Sta. Rel.
 Roy Danish.....Western Mgr.-Sta. 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. Supv. of Wire Communications
 Lewis Tower.....Chief Facilities Engineer
 Margaret Kelly.....Telephone Supervisor

Advertising, Publicity, Planning and Research

Robert A. Schmid.....Vice-President
 Harold Coulter.....Director of Promotion
 James Tyler.....Manager of Adv. and Promotion
 James E. O'Bryon.....Director of Publicity
 Francis X. Zuzulo....Asst. Director of Publicity
 Richard Puff....Director of Research and Planning
 Paul Benson.....Assistant 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
 Administrative Manager Network Sales
 John R. Overall.....Eastern Sales Mgr.
 Carroll Marts.....Midwestern Sales Mgr.
 Alma Graef.....Manager of Sales Service
 Torrence Danley.....Manager of Sales Traffic
 Eda Purcell.....Manager of Contracts

Accounting Department

George Ruppel.....Assistant Controller
 Richard Groome.....Auditor
 George Westby.....Budget Director
 Madeline Pellinger.....Supervisor of Affidavit

Chicago Staff


Carroll Marts.....Midwestern Sales Manager
 Dorothy Reynolds...Midwest Sales Service Mgr.
 Myrtle Goulet...Office Mgr. & Program Traffic
 George Herro.....Director of Prom. & Publicity

Washington Staff

Hollis Seavey...Washington Program Coordinator
 William Hillman....Presidential Correspondent

Hollywood Staff

Ned Tollinger.....Program Manager
 Harriet Crouse.....Publicity Director



**IF KSTP WORE
SERVICE BARS
FOR RENEWALS...**

Average Spot Contract Life on
KSTP since 1928 . . . 11 $\frac{1}{4}$ years.
Proof of KSTP's remarkable
Consumer Influence.

KSTP-TV is the Television Service of . . .

**50,000 WATTS - CLEAR CHANNEL
KEY STATION FOR THE NORTHWEST NETWORK
EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES**
Represented Nationally by Edward Petry & Co.





J. H. McCONNELL
President

National Broadcasting Company

IN a world of change the radio and television industry is at home. Growth and constant innovation are the nature of our industry. Indeed, a world of change, of development and expansion, creates the climate in which our versatile industry thrives. These are the very elements which give us stability. Thoughtful men are rightfully concerned for the future, but we would fail to understand the basic characteristics of our own business if we did not look ahead to 1951 with confidence.

Of course 1951 will be a year of growth for radio and television. To my mind, it is a question only of velocity, of the rate of growth. The nation's defense needs, beyond question, will be our No. 1 priority. Production facilities may be required for military purposes. The field of scientific research will also give precedence to defense needs. In whatever degree these requirements may develop, they will not affect the quality of programming of either radio or television.

Television, in a few swift months in 1950 expanded from its bare infancy to a truly first-rank medium for advertising and entertainment. This was a momentous development. But as we look ahead we ought steadily to remember that in 1950 we recaptured our self-confidence, and then the advertiser's confidence in radio as the great medium of high circulation and low cost. There were some hard lessons learned in both radio and television. These—what we have learned—are our assurance that we will continue to progress through 1951 in the face of all the imponderables.

At the end of this year, television covered areas in which live 90,000,000 people! Advertisers, through experience, demonstrated increased appreciation for its pulling power. Picture quality, programming and production were all immensely improved. There was no question that television had come of age as a truly national advertising medium. Should the government rescind its freeze on new stations, television will be extended to

new areas in 1951. Additional stations and receivers will mean more hours of broadcasting, better programs.

Besides finding ways to meet Television's drain on creative talent, at NBC we have pioneered in finding ways for smaller advertisers to join in major shows previously only available to high budget sponsors. This should provide a wider economic base for television and make it available to more sponsors in the coming year.

Public response to NBC's Sunday night "Big Show" brought the entertainment value of Radio to a fresh summit. And "Operation Tandem" proved that new techniques can sell radio on a basis which is healthy for both the Network and the advertiser, and yet bring the cost of radio advertising to a new low.

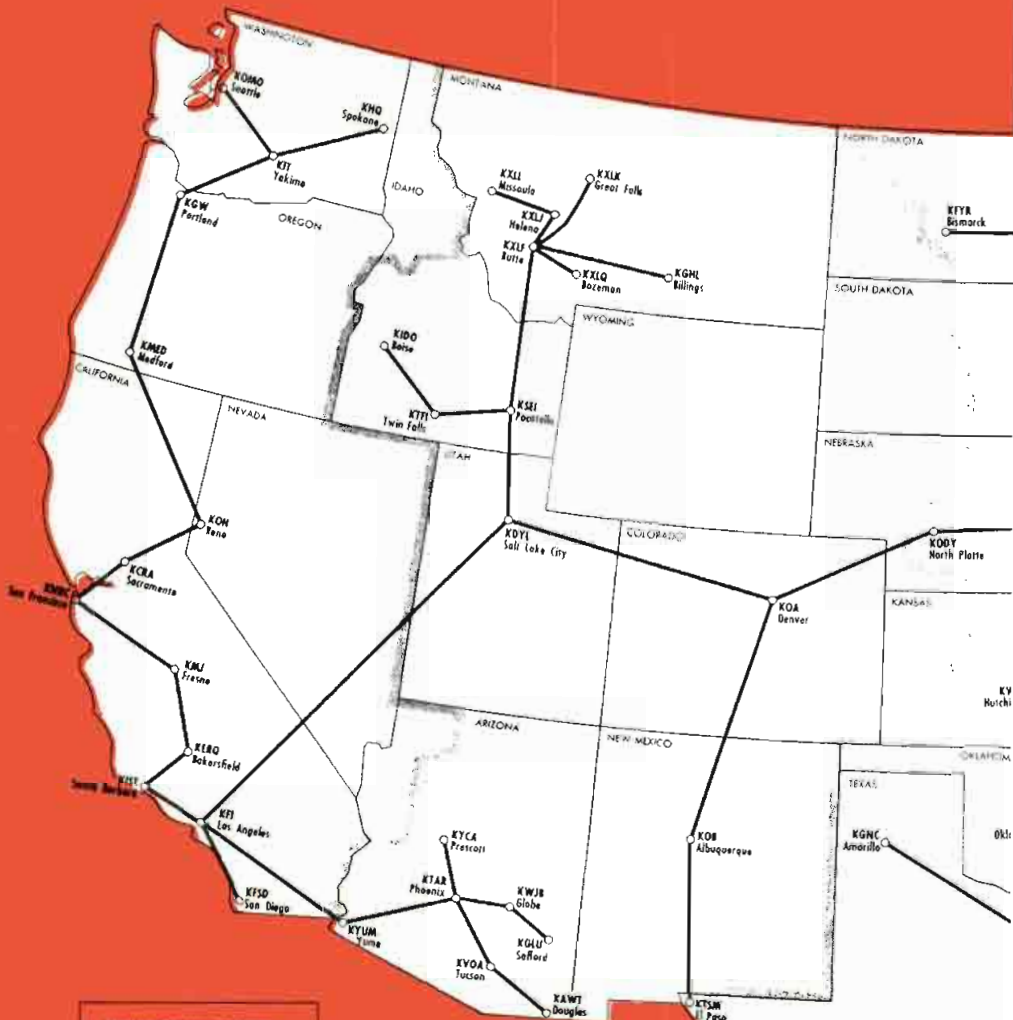
Radio is the basic advertising medium of the country and will remain a vital and effective force in our economy and society as far ahead as anyone can see. It will undergo changes in the years ahead. No institution can remain static and survive. Radio has been accommodating itself to shifting conditions ever since it was established a generation ago, responding to new requirements and reshaping itself as it went along.

Today, radio is being affected by the new force of television, but the elder broadcasting medium, which has lived and grown throughout the social and economic upheavals of the 30's and 40's, will adapt itself successfully to the new environment of the 50's and 60's.

The prime potency of television lies in the extension of the individual's ability to experience—in his own home—things the average viewer never dreamed of before.

Through the newest broadcasting medium, people can effortlessly visit other cities and learn more of their institutions and personalities. They can drop in on Broadway shows, see famed conductors lead symphony orchestras, sit with Congressional committees, watch world events being shaped at the United Nations, or even go under the sea in a submarine, sail out on maneuvers on a Navy carrier, or fly with the Air Force. By thus broadening public experience and bringing the people closer together, television will reduce sectionalism and bring greater unity to the nation.

NATIONAL BROADCAST



The Alaska Broadcasting System
 KFOD Anchorage
 KFBS Fairbanks
 KBNH Seward
 KBNY Inupuk
 KTRH Ketchikan
 KPW Sitka

Midnight Sun Broadcasting Company
 KDNH Anchorage
 KFAR Fairbanks

KGAJ Haines
 KBNH Haines

Maplines shown only for reference purposes and subject to change without notice.

**NETWORK FACILITIES
 AS OF FEB. 1, 1951**

NATIONAL Broadcasting Company

30 Rockefeller Plaza 20, New York City
(Telephone number, Circle 7-8300)
Registered Telegraphic Address
NATBROADCAST 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
Mrs. Douglas Horton
Brig. Gen. David Sarnoff

Executive

Niles Trammell Chairman of the Board
Joseph H. McConnell President
Charles R. Denny Executive Vice President
John F. Royal Vice President

David C. Adams Asst. to Exec. V.P.
Frank Russell Vice President (Washington)
William F. Brooks V.P. Chg. of Public Relations
Carleton D. Smith V.P. Chg. of Station Relations

ADMINISTRATION

Victor T. Norton V.P. for Administration

Finance Departments

John H. MacDonald V.P. in Chg. of Finance & Treasurer

BUDGET DEPARTMENT

John Tiedeman Budget Officer
Stephen Riddleberger Asst. to Budget Officer

CONTROLLERS DEPARTMENT

Harry F. McKeon Controller
Harold M. Kelly Assistant Controller
Hugh McGeachie Assistant Controller
Raymond Porrier Accounting Supervisor
Arthur Nelson Payroll Supervisor
Joseph A. Kent Tax Accountant

TREASURERS DEPARTMENT

William A. Williams Asst. to Treasurer
Herbert Schumm Collection & Credit Supr.
Giovanna Bocconne Cashier
Ernestine Thomas Cashier

PURCHASING

William D. Bloxham Purchasing Agent
Edwin W. Deming Assistant Purchasing Agent
Henry Martin Asst. Purchasing Agent
Victoria Galvin Buyer

Traffic Department

Harry A. Woodman Manager
Steere Mathew Assistant Manager
John Boylan Supr. of Station Notification Divn.
John Hilton Supr. of Traffic Operations
Angela Caramore Supr. of Sustaining Program Section
Margaret Riebhoff Supr. of Station Reports

Legal Department

Gustav B. Margrat V.P. & Gen. Atty.
Thomas E. Ervin Asst. Gen. Atty.
George H. Halbert Senior Atty.
John V. Shute Senior Atty.
Paul B. Lynch Attorney
Charles Moos Attorney
Arthur B. Cuddihy, Jr. Attorney
Doris M. Crooker Office Manager

Press Department

Sydney Eiges Vice President in Charge of Press & Information
Josef Dine Director
Allan Kalmus Television Manager
Donald Bishop Magazine Editor
William Lauten Trade News Editor
Sidney Desfor Photo Editor
Ursula Halloran Column Editor
Leo Hershdorfer Feature & Copy Editor
Samuel Kaufman Superv. of Radio Publicity
Leonard Meyers Music Editor
Anita Barnard Manager of Information

Engineering Department

O. B. Hanson V.P. & Ch. Engineer
William A. Clarke Administrative Asst.
Edward R. Cullen Liaison Engineer
Joseph D'Agostino Liaison Engineer
Raymond Guy Manager of Radio & Allo. Engineering
George M. Nixon Mgr. of Engr. Dev.
Chester A. Rackey Mgr. of Audio-Video Engr.
James Wood Mgr. of Technical Services

Integrated Services Department

William S. Hedges.....V.P. Chg. of Integrated Services

Willard Frech.....Cost Acct.

Albert Walker.Exec. Asst. Chg. of Spec. Services

Wm. Burke Miller.....Night Exec. Officer

Arch Robb.....Mgr. of Program Serv. Dept.

Isabel Finnie.....Supervisor, Business Office

Thomas H. Belviso.....Supervisor of Music Rights & Music Library

Thomas Adams.....Supr. Lit. Rts. & Script Readers

Patrick J. Kelly.....Supr. of Announcing Division

Frederick C. Knopfke.....Supr. of Sound Effects Division

Patrick Cahill.....Supervisor of Set-up Division

Audrey Hanse.....Supr. of Studio Scheduling Divn.

Marilyn Hollywood.....Supr. of Script Routing Divn.

John Curran.....Supr. of Night Operations Divn.

Miriam Hoffmeir.....Supr. of Program Analysis Div.

Mary Cooper.....Supr. of Central Booking Divn.

ORCHESTRA DIVISION

Joan Gordon.....Supr. of Schedules & Payroll

Personnel Department

Ernest de la Ossa.....Director of Personnel

Theodore M. Thompson.....Manager

Edmund Souhami.....Labor Relations Asst. to the Dir. of Personnel

Doris Ann.....Executive Placement Supr.

Elizabeth Haglund.....Administrative Supr. of Placement Divn.

Seth Faison.....Placement Interviewer

John Steeves.....Interviewer

John Michel.....Supervisor of Employee Serv. Divn.

Edward Starr.....Admin. Asst. Chg. Training & Services

Robert DeBeer.....Supr. of Records & Research Div.

Jerome Duff.....Asst. Supr. of Records & Res. Divn.

Eleanor Nadeje.....Job Analyst

Jean Collins.....Pers. Records Supr.

Dr. Bernard J. Handler.....Physician

RADIO NETWORK

Henry T. Sjogren.....Controllor for Radio Network

Curtis Lewis.....Assistant Controllor

Sales Departments

John K. Herbert.....V.P. & Gen. Sales Mgr. for Radio Network

Walter D. Scott.....Eastern Sales Manager

Sackett Miles.....Sales Service Manager

Sales Planning & Research Department

George MacGovern.....Manager

Howard Gardner.....Sales Planning Supervisor

Kenneth E. Greene.....Research Supervisor

Calvin Morris.....Program Research Supr.

Dwayne L. Moore.....Ratings Research Supervisor

Public Affairs & Education Department

Edward Stanley.....Manager

Margaret Cuthbert.....Supr. of Public Affairs

Doris Corwith.....Supr. of Religious B'casts & Talks

Hilda Watson.....Office Supervisor

Building & General Services Department

Edward M. Lowell.....Manager

Eleanor Gardella.....Budget Clerk

BUILDING MAINTENANCE DIVISION

Albert Humbert.....Supervisor

Frank Mocarski.....Communication Supr.

Louis Anderson.....Bldg. Services Supr.

Maude Archer.....PBX Supr.

Patrick Curley.....Night Supr.

Robert Keowen.....Supr. of Air Conditioning Divn.

Office Services Division

Helen Davis.....Supervisor

Ruth Preston.....Supr. of Central Files Section

Martin Devine.....Supr. of Duplicating & Bindery Section

William J. Kelly.....Supr. of Mail-Messenger Sec.

Henry Allard.....Night Supr. of Mail-Messenger Sec.

Helen M. Thompson.....Supr. of Stenographic Sec.

Marie Freda.....Night Supr. of Stenographic Sec.

Leonard Lucas.....Supr. of Supply & Receiving Sec.

George Monahan.....Supr. of Protection Divn.

Guest Relations Department

Peter M. Tintle.....Manager

Joseph Phillips.....Supr. of Reception Division

Alton Porter.....Supr. of Tour Operations & Promot. Div.

James Van Gaasbeek.....Supr. of Ticket Division

Julia Dougherty.....Office Supervisor

General Library

Frances Sprague.....Chief Librarian

Radio Recording

Charles C. Hicks.....Manager

Transportation

Marie Dolan.....Manager

Plans & Research Department

Hugh M. Beville.....Director

George Trimble.....Rate Specialist

Barry T. Rumble.....Plans Specialist

Harold Bell.....Survey Specialist

Program Departments

Charles Barry.....Vice President in Charge

Leslie Harris.....Eastern Program Mgr.

Robert Wamboldt.....Eastern Prod. Mgr. & Supr. of Script Directors

PACKAGE PROGRAM & TALENT

CONTRACTS DEPARTMENT

Mitchell Benson.....Manager

SCRIPT DIVISION

Van Woodward.....Supr. of Script Preparations

CONTINUITY ACCEPTANCE DIVISION

Stockton Helffrich.....Supr. of Continuity Accept.

Carl Watson.....Assistant Mgr.

Operations Department

Grant Tinker.....Supr. of Pgm. Operations

Leonard Goldstein.....Supr. of Talent Auditions

Claire Trainor.....Supr. of Talent Casting

Music Department

Samuel Chotzinoff.....General Music Director

Ernest La Prade.....Supr. of Music Research

Advertising & Promotion Department

George Wallace... Manager of Advertising & Promotion
Allen Hurlbut... Art Director
Edward Antoniolli... Supr. of Program Service
Pat Steel... Supr. of Audience Promotion
Clyde Clem... Supr. of Station Promotion Sec.
Norman Glenn... Senior Presentation Writer & Sales Promotion Mgr.

Station Relations Department

Norman Cash... Director
Paul Hancock... Contract Repr.
Paul Rittenhouse... Contract Repr.
William M. Kelly... Supr. of Affiliation Contracts

TELEVISION NETWORK

Executive

Sylvester L. Weaver... Vice Pres. for Television
Edward Madden... V-G chg. of TV Net Oper. and Sales

Operations Departments

Edward L. Muson... Dir. of Television Operations
Stanton Osgood... Asst. to Dir. of TV Oper. & Mgr. of Theatre TV
J. Robert Myers... Admin. Asst. to Dir. of TV Oper.
William Roden... TV Personnel Supvr. Fin. Dept.

Finance Department

Charles Creswell... Controller for TV Network
Joseph Berhalter... Supvr. of Budget Div.
Leslie Vaughan... TV Cost & Billing Supvr.
William Sargent... Supvr. of Systems & Proc. Div. Station Relations Department

Sales Planning & Research Department

Robert McFadyen... Mgr. of TV Sales Planning & Research
Lewis M. Marcy... Supr. of Sales Planning Div.
Thomas Coffin... Supr. of Program Research Div.
Richard Paige... Supr. of Ratings Div.

Production Services Department

Fred Shawn... Dir. of TV Prod. Services
Benjamin L. Webster... Asst. to Dir.
Ernest Theiss... Supvr. of B'cast Oper.
James Kovach... Operations Coordinator

Staging Services

Robert Wade... Mgr. of Staging Services
Robert Brunton... Supr. of Staging Oper. Section Film Dept.

Film Department

Frank Lepore... Mgr. of Film & Kinesc. Op. Div.

Technical Operations

Robert E. Shelby... Dir. of Tech. Oper.
F. A. Wankel... Mgr. of TV Tech. Oper.
Reid R. Davis... Supvr. of N. Y. TV Oper.

Program Department

Ernest Walling... TV Prog. Mgr.
Leonard Hole... TV Prod. Mgr.
Fred Coe... Mgr. of New Prog. Develop.
Merritt Barnum... TV Commercial Prog. Planning Mgr.

News, Special Events & Sports Department

Henry Cassidy... Director of News, Special Events & Public Affairs
Joseph O. Meyers... Mgr. of Operations
Francis Littlejohn... News Desk Supervisor
Bill Stern... Director of Sports
Jeannette Kriendler... Office Supervisor

Technical Operations

George McElrath... Director of Radio Network Technical Operations
Thomas H. Phelan... Mgr. N. Y. Radio Technical Operations
Paul Gallant... Supr. of Radio B'cast. Oper.
John Flynn... WNBC Station Engineer
John Gullans... East Coast Intern. Sta. Engr.
Charles Phelan... Supr. of Radio Equipment Maint.

Talent & Program

Procurement Department

Carl Stanton... Manager
Jack Rayel... Program Procurement Supvr.
Martin Begley... Talent Procurement Supvr.
PUBLIC AFFAIRS —

News, Special Events & Sports Department

Davidson Taylor... Director of TV Public Affairs, News, Special Events & Sports
Francis C. McCall... Dir. of TV News & Special Events
Adolph Schneider... Mgr. of TV News & Special Events
James Dolan... Asst. Dir. of Sports
Clarence Thoman... TV Newsreel Supvr.

Sales Departments

George Frey... V.P. & Dir. of TV Network Sales
Hamilton Robinson... Asst. to V.P.
Ruddick Lawrence... Dir. of TV Sales Develop.

EASTERN DIVISION

Edward R. Hitz... TV Eastern Sales Mgr.

SALES SERVICE DIVISION

Frank Reed... Mgr. of TV Sales Service

PROGRAM SALES

Robert Sarnoff... Mgr. of TV Program Sales
Michael Dann... Coordinator of TV Prog Package Sales

Advertising & Promotion Department

James Nelson... Mgr. of TV Advertising & Prom.
John Hurlbut... Supr. of Audience Prom.
Fred Viet... Art Dir.
John Fuller... Sales Presentation Writer

Station Relations Department

Sheldon B. Hickox... Director
Elmore B. Lyford... TV Contact Repr.
Thomas Knode... TV Contact Repr.
Stephen Flynn... TV Contact Repr.
Raymond O'Connell... TV Contact Repr.
Robert Guthrie... Supvr. of Affiliation Contracts
Production Services Department

Production Operations

Frederic W. Wile... V.P. & Dir. of TV Prod.

Owned & Operated Stations

James M. Gaines..VP for Owned & Operatd. Sta.
Hamilton SheaControllor
H. Norman Neubert.....Merchandising Mgr.

National Spot Sales Department

James V. McConnell.....Director
Richard CloseManager
Jacob Evans..Mgr. of Sales Dev., Advtg. & Prom.
Charles Phillips.....Eastern TV Sales Mgr.

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, WTMJ-TV, WNHC-TV, WNBT, WPTZ, WNBQ, WDTV, WJAR-TV, WHAM-TV, WRGB, KSD-TV, WSPD-TV, WNBW, WDEL-TV, WOI-TV, WSB-TV, WBRC-TV, WTTV, WBT, WLW-T, WLW-C, WOC-TV, WLW-D, WFMY-TV, WSAZ-TV, WFBM-TV, WMBR-TV, WJAC-TV, WKZO-TV, WDAF-TV, WJIM-TV, WAVE-TV, WMCT, KSTP-TV, WSM-TV, WTAR-TV, WOW-TV, WTVR, WSYR-TV, WKTV.

Central Division

Merchandise Mart, Chicago 54, Illinois
Superior 7-8300

Harry C. Kopf.....VP & General Mgr.
John WhalleyControllor
Homer Heck.....Mgr. of Radio Program Dept.
Edward Cunningham...Mgr. of Radio Sales Dept.
Leonard Anderson.Mgr. of Integrated Serv. Dept.
William Ray.....Mgr. of News, Press &
Public Affairs Dept.
John McPartlin.....Mgr. of TV Sales Dept.
Jules Herbeuveau.....Dir. of TV Operations
Frederick Jacobson.....TV Program Mgr.
Howard Luttgens.....Engineer in Charge

Western Division

Sunset Blvd. & Vine St., Hollywood 28, Calif.
Hollywood 9-6161

John K. West....VP in charge of Western Div.
Louis Frost.....Asst. to the VP & Dir. of
Integrated Services Dept.
Frank DellettControllor
Donald Honrath.....Mgr. of Continuity Accep.
Roger Sprague....Mgr. of News, Spec. Events
& Sports
Henry Maas....Supr. of Sales & Program Traffic
Thomas McCray...Dir. of Radio Network Oper.
Frank Berend...Mgr. of Radio Net Sales Dept.
Homer Canfield.....Mgr. of Radio Programs &
Public Affairs Dept.
Harry BubeckProduction Mgr.
Leslie Raddatz.....Mgr. of Radio Press Dept.
Alfred Saxton....Mgr. of Radio Technical Oper.

WNBC, WNBC-FM, WNBT

Ted Cott..Mgr. of WNBC, WNBC-FM, WNBT
Theodore ZaerControllor
Berry LongMgr. of Radio Sales
Leonard Safir.....Supvr. of Radio & TV Advtg.
& Prom.

Winifred Schaefer.....Supvr. of Publicity
George Wallach...News & Special Events Supvr.
Harvey Gannon.....Radio Program Mgr.
John Reber.....Sales Manager, WNBT
Ivan Reiner.....Pgm. Mgr., WNBT

KNBH

Thomas McFadden.....General Mgr.
C. P. Ewing.....Controllor
Robert Clark.....Mgr. of TV Technical Oper.
Robert Brown.....Mgr. of TV Program Dept.
Robert Thompson.....Supr. of TV Operations
Donald Norman.....Mgr. of TV Sales Dept.
Robert Pelgram.....Mgr. of TV Press Dept.

NBC Stations Planning & Advisory Committee

Howard Pill.....WSEA, Montgomery, Ala.
Milton Greenebaum....WSAM, Saginaw, Mich.
John Murphy.Dir. of TV for Crosley B'castg. Corp.
C. Robert Thompson.....Gen. Mgr., WBEN,
Buffalo, N. Y.
B. T. Whitmore.....Gen. Mgr., WFBC,
Greenville, S. C.
Ralph Evans...Exec. V. P., Central B'casting Co.,
(WHO, Des Moines, Iowa; WOC, Davenport,
Iowa)
Jack Harris...Gen. Mgr., KPRC, Houston, Texas
S. S. Fox.....Pres., KDYL, Salt Lake City, Utah
Richard O. Dunning....Pres. & Gen. Mgr., KHQ,
Spokane, Wash.
artin Campbell..Gen. Mgr., WFAA, Dallas, Texas
E. R. Vadeboncoeur.VP & Gen. Mgr., WSYR-TV,
Syracuse, N. Y.
Dean Fitzer.....Gen. Mgr., WDAF-TV,
Kansas City, Mo.



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

President (Director)	Sidney J. Wolf
Exec. Vice-President (Director)	Naylor Rogers
Vice-President (Director)	Joseph Bayer
Vice-President	Noel Rhys
Secretary-Treasurer (Director)	Arthur Wolf

New York

580 Fifth Avenue

Vice-Pres. & Eastern Sales Mgr.	Noel Rhys
Office Manager	Eve Banner
Research Director	James A. Yergin

Chicago

134 North LaSalle St.

President	Sidney J. Wolf
Exec. Vice President	Naylor Rogers
Secretary-Treasurer	Arthur Wolf
Special Representative	Edwin R. Peterson
Director of Station Relations	Emma G. Rogers
Accountant	Ethel D. Harris



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 400 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.



LIBERTY



Broadcasting System

2100 Jackson Street, Dallas, Texas

Phone: Randolph 2424

Officers & Directors

Chairman of the Board	Barton R. McLendon
President	Gordon B. McLendon
Executive Vice-President	James H. Foster

Departments

National Sales	Cal Perley, V.P.
Programming & Production	H. W. Bumpas, V.P.
Advertising	Harry Gage, Dir.
Sports	Jerry Doggett, Dir.
Engineering	Glenn Callison, V.P.

New York

509 Madison Avenue, Phone: MU 8-5580

Vice-President, National Sales	Cal Perley
Regional Vice-President	Edmund Burke

Los Angeles

KMPC Building, 5939 Sunset Blvd.

Vice-President, West Coast Operations.....	Benton Paschal
--	----------------

Chicago

75 North Wacker Drive

Regional Vice-President	John M. Dunnagan
-------------------------------	------------------

Atlanta

101 Marietta Street

Regional Vice-President	Tom Carr
-------------------------------	----------

Washington

1000 Connecticut Avenue

Regional Vice-President	Fred Palmer
-------------------------------	-------------



SERVICES OFFERED: The Liberty Broadcasting System is a national network, stations are joined together through the facilities of the American Telephone & Telegraph Co. At the time of going to press, there are 268 affiliate stations.

400

LOCAL LEVEL

Leading brands using KEYSTONE BROADCASTING SYSTEM know that the KBS local level 400 reaches the rich, high income, small town and rural markets! As the **ONLY** established and growing Transcription Network, every local KBS affiliate is a home town station . . . and, according to BMB studies, native stations produce more impact with their higher listener-loyalty.

The Keystone Network consists of more than 400 stations located in towns with populations of 10,000 to 50,000 . . . PLUS the RURAL BUYING POWER of that area! These areas are largely beyond the dependable service of major wired networks . . . and effective TV! AND . . . these same markets contain more than **HALF OF THE NATION'S RETAIL STORES** which do nearly **HALF OF THE NATION'S RETAIL BUSINESS!**

Investigate this rich and loyal KBS small town and rural market **NOW!**

KEYSTONE BROADCASTING SYSTEM, INC.

KBS STATIONS REACH THE SMALL TOWN AND RURAL MARKETS— —FREE FROM EFFECTIVE TV!

ONE ORDER ONLY BUYS AN ATTRACTIVE PACKAGE RATE!

Think of it! The Keystone Network operates in the same manner as wired networks . . . **WITH THE SAME ADVANTAGES!** Instead of a large number of clerical, time consuming hours of transactions, KBS reduces your problem to **ONE** order, **ONE** time clearance, **ONE** series of Affidavits of Performance, and **ONE** invoice . . . for all 400 KBS stations . . . or as few stations as needed to meet your needs.

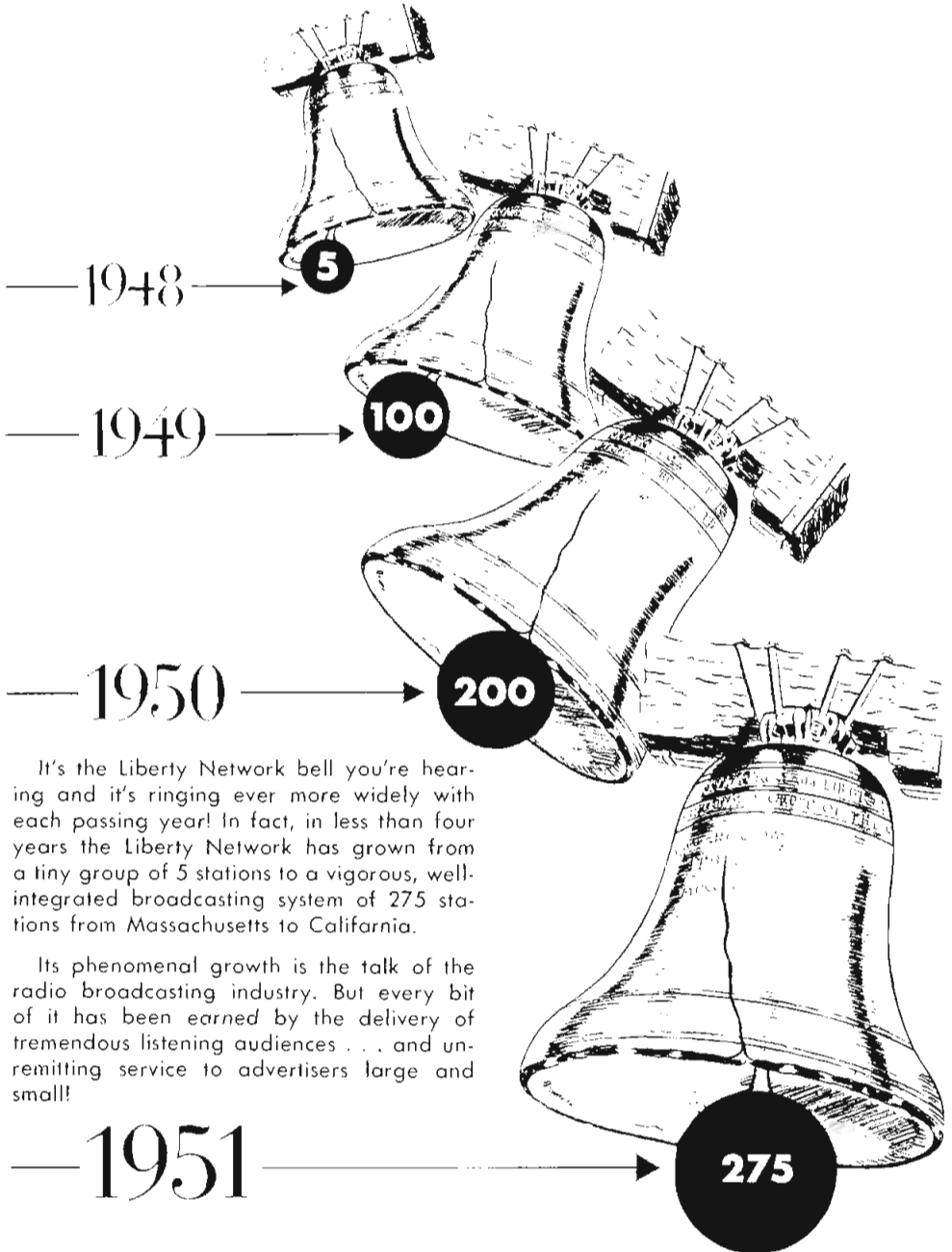
SEARCHING FOR AN ANSWER TO TV-itis?

KBS is the only National radio network without a single station located in a TV City. As a result, many advertisers are using KBS to supplement their TV schedule which doesn't reach the KBS small town and rural market!



580 FIFTH AVE., NEW YORK • 134 N. LaSALLE ST., CHICAGO.

EVERY DAY THIS BELL RINGS
IN **MORE AND MORE** AMERICAN HOMES



It's the Liberty Network bell you're hearing and it's ringing ever more widely with each passing year! In fact, in less than four years the Liberty Network has grown from a tiny group of 5 stations to a vigorous, well-integrated broadcasting system of 275 stations from Massachusetts to California.

Its phenomenal growth is the talk of the radio broadcasting industry. But every bit of it has been *earned* by the delivery of tremendous listening audiences . . . and unremitting service to advertisers large and small!

THE **LIBERTY BROADCASTING SYSTEM**

New York, N. Y.
509 Madison Ave.

Dallas, Texas
2100 Jackson St.

REGIONAL NETWORKS

Alaska Broadcasting System

CBS, NBC

830 Securities Building, Seattle 1, Wash.

Phone: SEneca 6333

PERSONNEL

General Manager.....Wm. J. Wagner
 Commercial Manager.....Kenneth Laughlin
 Chief Engineer.....W. R. Nichols
 Traffic Manager.....A. L. Christensen
 Auditor.....F. Daniel McLean
 Recording Engineer.....Harold H. Kaden

BRANCH OFFICES

Station KFQD, Box 1040, Anchorage. Wm. Warner. Station Mgr.; Station KTKN, Box 1308, Ketchikan, Jim Kemp, Station Mgr.; Station KINY, Box 1091, Juneau, John Ashbaugh, Station Mgr.; Station KFRB, Box 950, Fairbanks, Jack McCahill, Station Mgr.; Station KIBH, Box 250, Seward, Jay Stauter, Station Mgr.; Station KIFW, Box 699, Sitka, R. E. von Postel, Jr., Station Mgr.

STATIONS

KFQD, Anchorage; KTKN, Ketchikan; KINY, Juneau; KFRB, Fairbanks; KIBH, Seward; KIFW, Sitka.

The Aloha Network

P. O. Box 1380, Honolulu, T. H.

Phone: 95295

PERSONNEL

General Manager.....R. M. Fitkin
 Vice-Presidents.....A. H. Green,
 C. J. Fern, E. J. Crane

STATIONS

KHON, Honolulu; KIPA, Hilo; KMVI, Wailuku; KTOH, Lihue.

Arizona Broadcasting System

(ABS Network)

711 Heard Bldg., Phoenix, Ariz.

Phone 4-4161

PERSONNEL

General Manager.....Richard O. Lewis
 Commercial Manager.....Bill Harvey
 Promotion Manager.....Fred Gerletti

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 Mgr., Owner.....Carlton W. Morris
 KYMA Manager.....William L. Lindsey

BRANCH OFFICES

Station KTUC, Broadway & Tyndall, Tucson, Ariz.; Phone: 2-3344; Station KSUN, Lowell, Ariz., Phone 3; Station KYMA, 8th St. and "B" Ave., Yuma.

STATIONS

KOY, Phoenix, KTUC, Tucson; KSUN, Lowell; KYMA, Yuma.

NATIONAL REPRESENTATIVE

John Blair & Company

Arrowhead Network

WEBC Building, Duluth 2, Minn.

Phone: Melrose 2-2873

PERSONNEL

President.....Morgan Murphy
 V.-P. & Gen. Mgr.....Walter C. Bridges
 Dir. of Engineering.....Charles P. Persons
 News Editor.....Earl Henton
 Mgr. WEBC.....Greg Rouleau
 Mgr. WMFG.....Oscar Peterson
 Mgr. WHLB.....Chet Thurston
 Mgr. WJMC.....Russ Brown
 Mgr. WEAU.....Harry Hyett
 Mgr. WISC.....Ralph O'Connor

BRANCH OFFICES

WEBC Building (WEBC), Duluth, Minn., Phone Melrose 2-2873. Mgr. Greg Rouleau; Androy Hotel (WMFG), Hibbing Minn., Phone Hibbing 1150. Mgr. Oscar Peterson; Sixth Ave. & 2nd Street (WHLB), Virginia, Minn., Phone Virginia 2000. Mgr. Chet Thurston; 1615 So. Main Street (WJMC), Rice Lake, Wis., Phone R. L. 550. Mgr. Russ Brown; 203 So. Barstow Street (WEAU), Eau Claire, Wis., Phone E. C. 6149. Mgr. Harry Hyett; 114 No. Carroll Street (WISC), Madison, Wis., Phone Madison 7-2588. Mgr. Ralph O'Connor.

STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WJMC, Rice Lake, Wis.; WEAU Eau Claire, Wis.; WISC, Madison, Wis.

Broadcasting Corp. of America

(Western Network)

P. O. Box 987, Riverside, Calif.

Phone: Riverside 6293

PERSONNEL

President & Gen. Mgr.....W. L. Gleason

Regional Networks

BRANCH OFFICE

402 Katz Bldg., San Bernardino, Calif.;
Phone: 5157, Duane Wanamaker, 610 So.
B'way, Los Angeles, Phone: Van Dike 9363.

STATIONS

KPRO, Riverside; KPOR, San Bernardino;
KREQ, Indio; KROP, Brawley; KYOR, Blythe;
KRPO, San Jose, Calif.

Columbia Pacific Network

Columbia Square, Los Angeles, Calif.

PERSONNEL

Manager.....Wayne R. Steffner

STATIONS

KNX, Los Angeles; KCBS, San Francisco;
KCBQ, San Diego; KFRE, Fresno; KGDM, Stock-
ton; KROY, Sacramento; KCMJ, Palm Springs;
KOIN, Portland; KIRO, Seattle; KXLY, Spokane.

The Connecticut State Network, Inc.

555 Asylum St., Hartford 5, Conn.

Phone: 2-0237

PERSONNEL

President.....C. Glover DeLaney

STATIONS

WNAB, Bridgeport; WHT, Hartford; WNHC,
New Haven; WNLG, 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

President.....Willet H. Brown
Secretary-Treasurer.....A. M. Quinn
V.-P. in Charge of Sales.....Ward D. Ingram
V.-P. and General Counsel.....Donn B. Tatum
V.-P. in Charge of Engrng....Walter Carruthers
Director of Operations.....Anthony J. LaFrano
National Advertising Mgr....Henry Gerstenkorn
KHJ Sales Manager.....Leon Wray
Dir. of Station Relations.....Norman Ostby
Dir. of Public Relations....James Parsons, Jr.
Program Director.....J. Carlton Adair
News and Special Events Dir..Les Mawhinney
Sales Promotion Mgr.....Herbert Sonnenburg
Program Promotion Dir.....Robert Hartnett

STATIONS

KHJ, Los Angeles; KFRC, San Francisco;
KAFY, Berkeley; 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.; KVL, Seattle; KNEW, Spokane;

KXRO, Aberdeen; KPUG, Bellingham; KELA,
Centralia; KRKO, Everett; KWLE, Longview;
KGY, Olympia; KUJ, Walla Walla; KWNW,
Wenatchee; KYAK, Yakima, Wash.; KVNJ,
Coeur d'Alene; KRRC, Lewiston; KWAL, Wal-
lace, Idaho; KATO, Reno, Nev.; KOY, Phoenix;
KTUC, Tucson; KSUN, Bisbee, Ariz.; KPOA,
Honolulu; KILA, Hilo, T. H.; KENI, Anchorage;
KFAR, Fairbanks, Alaska.

Georgia Associations of Local Stations

Atlantan Hotel, Atlanta, Ga.

Phone: Alpine 5132

PERSONNEL

Sales Director.....Tom Carr

STATIONS

WDEC, Americus; WGAU, Athens; WBBQ,
Augusta; WGIG, Brunswick; WLBB, Carrollton;
WBHF, Cartersville; WGAA, Cedartown;
WMJM, Cordele; WMOC, Covington; WBLJ,
Dalton; WDWD, Dawson; WMLT, Dublin;
WBHB, Fitzgerald; WDUN, Gainesville; WKEU,
Griffin; WIBB, Macon; WFOM, Marietta; WIBB,
Macon; WMVG, Milledgeville; WMGA, Moul-
trie; WFRP, Savannah; WWNS, Statesboro;
WSFT, Thomason; WKTG, Thomasville;
WWGS, Tilton; WLET, Toccoa; WVOP, Vidalia;
WAYX, Waycross; WRLD, West Point.

Georgia Major Market Trio

(Address any station or The Katz Agency)

STATIONS

WAGA, Atlanta; WMAZ, Macon; WTOG,
Savannah, Ga.

Great Northern Broadcasting System

107 First Ave., N.W., Mandan, N. D.

Phone: 561

PERSONNEL

Secy. & Treas.....M. J. Reichert

STATIONS

KMHL, Marshall; KGDE, Fergus Falls; KVOX,
Moorhead; KWLM, Willmar, Minn.; KGCX,
Sidney, Montana; KOVC, Valley City; KNOX,
Grand Forks; KDLR, Devils Lake; KLPN, Minot;
KGCU, Mandan & Bismarck, N. D.

Intermountain Network

146 S. Mann St., Salt Lake City 1, Utah

Phone: 4-3561

PERSONNEL

President.....George C. Hatch
V.-P. Chg. of Sales.....Lynn L. Meyer
V.-P. Chg. of Programs.....Jack Paige
V.-P. Chg. of Engineering...W. D'Orr Cozzens
Regional Account Exec.....Ross B. Strong
Office Manager.....Ernest W. Campbell

BRANCH OFFICES

Avery-Knodel, Inc., 608 Fifth Ave., New York,
N. Y., Phone: JUDson 6-5536, Exec., Lewis H.
Avery; Avery-Knodel, Inc., 333 North Michigan,

Regional Networks

Chicago, Ill., Phone: And. 3-4710, Exec., J. W. Knodel; Avery-Knodel, Inc., Russ Building, San Francisco, Calif., Phone: Yucon 2-3877, Exec., David H. Sandeberg; Avery-Knodel, Inc., 315 W. 9th St., Los Angeles, Calif., Phone: Tucker 2435, Exec., Richard I. Hasbrook; Avery-Knodel, Inc., 120 Marietta St., N.W., Atlanta, Ga., Phone: Cypress 7545, Exec., Charles Coleman.

STATIONS

KALL, Salt Lake City; KLO, Ogden; KOAL, Price; KOVO, Provo; KSUB, Cedar City; KSVC, Richfield; KVNU, Logan, Utah; KEYY, Pocatello; KF XD-FM, Boise-Nampa; KID, Idaho Falls; KVWV, Twin Falls, Idaho; KAVR, Havre; KBMY, Billings; KFDW, Helena; KIYI, Shelby; KMON, Great Falls; KOPR, Butte; KPRK, Livingston; KRJF, Miles City; KXLO, Lewistown, Montana; KOVE, Lander; KOWB, Laramie; KSPR, Casper; KWYO, Sheridan; KPOW, Powell; KVRS, Rock Springs, Wyoming; KRAM, Las Vegas, Nevada.



Iowa Tall Corn Network

407 5 St., Des Moines, Ia.
Phone: 2-0225

STATIONS

KWCR, Cedar Rapids; KROS, Clinton; KSWI, Council Bluffs; KSIB, Creston; KSTT, Davenport; KDEC, Decorah; KWDM, Des Moines; KFJB, Marshalltown; KICM, Mason City; KCOM, Sioux City; KICD, Spencer; KDTH, Dubuque; KVFD, Fort Dodge; KOKX, Keokuk; KAYX, Waterloo; KRIB, Mason City; KWPO, Muscatine, Iowa.



Lone Star Chain, Inc.

3012 Douglas St., Dallas 19, Tex.
Phone: LAKeside 1041
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; K TSA, 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
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.



McClatchy Beeline

911 Seventh St., Sacramento, Calif.
PERSONNEL

President.....Eleanor McClathy
Sales Director.....Leo O. Ricketts

STATIONS

KFBK (AM, FM), Sacramento; KMJ (AM, FM), Fresno; KWG, Stockton; KERN (AM, FM), Bakersfield; KOH, Reno; KBEE, Modesto.



Michigan Radio Network

1700 Siroh Bldg., Detroit 26, Mich.
Phone: Woodward 3-8321
PERSONNEL

President.....James G. Riddell
Sales Manager.....H. S. Christian
Dir. Adv. & Sales Prom.....H. L. Neal, Jr.

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 Major Markets Group

PERSONNEL

Chairman.....E. E. Hill

STATIONS

WLaw, Lawrence, Mass.; WPRO, Providence; WDRG, Hartford; WTAG, Worcester, Mass.; WGAN, Portland, Me.; WGUY, Bangor, Me.



New England Regional Network

26 Grove St., Hartford 15, Conn.
Phone: Hartford 2-3181
DIRECTORS

Chairman.....Paul W. Morency
Walter E. Benoit, John J. Boyle, William H. Rines.

STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.; WJAR, Providence, R. I.; WLBZ, Bangor, Me.; WTIC, Hartford, Conn.; WRDO, Augusta, Me.

REPRESENTATIVE

Weed & Company



North Eastern Broadcasting System

John Hancock Bldg., Boston 16, Mass.
PERSONNEL

Sales Director.....Elmer Kettell

STATIONS

WABL, Bangor; WLAM, Lewiston-Auburn; WPOR, Portland; WTVL, Waterville, Maine; WFEA, Manchester; WKNE, Keene; KLNH, Laconia; WMOU, Berlin, New Hampshire;

Regional Networks

WJOY, Burlington; WSKI, Montpelier-Barre, Vermont; WACE, Chicopee-Springfield; WALE, Fall River; WBEC, Pittsfield; WBSM, New Bedford; WEIM, Fitchburg; WHAV, Haverhill; WKOX, Framingham; WNEB, Worcester, Mass.; WHIM, Providence, R. I.; WHTT, Hartford; WBRY, Waterbury, Conn.

★

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.; KFVR, 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, Edgar T. Bell

STATIONS

KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRK, Enid; KADA, Ada; KVSO, Ardmore; KTMC, McAlester; KSWO, Lawton.

NATIONAL REPRESENTATIVE

Taylor-Borroff & 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

BRANCH OFFICE

William A. Ayres Co., 544 Russ Building, San Francisco 4, Cal., Phone: Douglas 2-4586, William A. Ayres, Pres.

STATIONS

KSDO, San Diego; KVOE, Santa Ana; KPMO, Pomona; KFOX, Long Beach; KWIK, Burbank; KFWR, Los Angeles; KFMV, Los Angeles; KVEN, Ventura; KSPA, Santa Paula; KIST, Santa Barbara; KSMA, Santa Maria; KVEC, San Luis Obispo; KPRL, Paso Robles; KITO, San Bernardino; KPRO, Riverside; KREO, Indio; KYOR, Blythe; KBUC, Corona; KROP, Brawley; KICO, Calexico; KAFY, Bakersfield; KTKR, Taft; KOCS, Ontario; KTIP, Porterville;

KCOK, Tulare-Visalia; KNKS, Hanford; KSGN, Sanger; KYNO, Fresno; KTUR, Turlock; KMOD, Modesto; KSTN, Stockton; KROG, Sonora; KCVR, Lodi; KXOA, Sacramento; YUBA, Yuba City; KDAN, Oroville; KXOC, Chico; KBLF, Red Bluff; KSUE, Susanville; KWSD, Mt. Shasta; KSYC, Yreka; KHUM, Eureka; KDAC, Fort Bragg; KSRO, Santa Rosa; KVON, Napa; KGYW, Vallejo; KYA, San Francisco; KROW, Oakland; KEEN, San Jose; KDON, Santa Cruz, California.

★

Palmetto Broadcasting System

#1 Martin St., Anderson, S. C.

Phone: 3802

PERSONNEL

President, Wilton E. Hall
General Manager, Glenn P. Warnock
Production Manager, Ray Barath
Chief Engineer, H. B. Greene

STATIONS

WOLS, Florence; WSNW, Seneca; WBCU, Union; WAIM, WCAC, Anderson; WTND, Orangeburg; WESC (AM-FM), Greenville; WGCD, Chester; WKDK, Newberry; WLBG, Laurens, S. C.; WRFC, Athens; WGAC, Augusta; WKLY, Hartwell, Ga.

★

Rocky Mountain Broadcasting System

29 S. State St., Salt Lake City 1, Utah

Phone: 3-2737

PERSONNEL

President & Gen. Mgr., Frank C. Carman
Vice-Pres. & Sales Mgr., John Schile
Vice-Pres. & Program Dir., Ray Fadel
Traffic Director, Dorothy Janney

STATIONS

KGEM, Boise; KBIO, Burley; KIFI, Idaho Falls; KEIO, Pocatello; KLIX, Twin Falls, Ida.; KOPR, Butte; KOOK, Billings; KMON, Great Falls; 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, C. E. Snyder
Secy-Treas., R. B. Gervan
General Manager, M. R. Hanna
Ass'l. Gen Mgr. Eng. & Sta. Rel., D. K. deNeuf
Sales Manager, H. S. Brown
Program Supervisor, M. K. Knapp
Farm Service Dir., L. Hamrick
Chief Engineer, T. R. Humphrey

STATIONS

WHCU-FM, Ithaca, N. Y.; WHLD-FM, Niagara Falls; WFNF, Wetherfield; WHDL-FM, Olean; WVBT, Bristol Center; WVCN, DeRuyter; WRUN-FM, Ullica-Rome; WWNY-FM, Watertown; WMSA-FM, Massena; WVCU,

Regional Networks

Cherry Valley; WFLY, Troy; WHVA, Poughkeepsie; WQAN-FM, Scranton, Pa.

★ Steinman Stations

8 W. King St., Lancaster, Pa.

Phone: 5251

PERSONNEL

Gen. Mgr. Clair R. McCollough
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: ED 3473

PERSONNEL

President Gene L. Cagle

Vice-President Charles B. Jordan

Secretary-Treasurer D. C. Hornburg

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; KTHI, Houston; KGVV, Greenville, Texas; KRIO, McAllen, Texas.

★ The Tobacco Network, Inc.

806 Odd Fellows Bldg., P. O. Box 1988,

Raleigh, N. C.

Phone: 8885

President Floyd Fletcher, WTIK

Vice-President Hartwell Campbell, WGTC

Secy. and Treas. Victor Dawson, WFNC

STATIONS

WFNC, Fayetteville; WRAL, Raleigh;

WGTC, Greenville; WHIT, New Bern; WJNC,

Jacksonville; WTIK, Durham; WGNI, Wilmington;

WCEC, Rocky Mount, N. C.

★ Union Broadcasting System

PERSONNEL

General Manager Jim Healy

WOKO, Albany, N. Y.

STATIONS

WXRA, Buffalo; WOKO, Albany; WCSS,

Amsterdam; WWSC, Glens Falls; WENT, Glov-

ersville; WHUC, Hudson; WKNY, Kingston; WKIP, Poughkeepsie; WDOS, Oneonta; WKOP, Binghamton; WELM, Elmira; WGAT, Utica; WNDR, Syracuse; WICY, Malone; WEAV, Plattsburg; WNBZ, Saranac Lake, N. Y.; WBEK, Pittsfield, Mass.; WACE, Chicopee; WALE, Fall River; WVOM, Boston, Mass.; WSYB, Rutland; WJOY, Burlington, Vt.; WWCO, Waterbury; WTOR, Torrington, Conn.; WFAU, Augusta, Me.; WKNE, Keene, N. H.

★ 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,

Wisc.

★ The Yankee Network

21 Brookline Ave., Boston 15, Mass.

Phone: Commonwealth 6-0800

President William O'Neil

Executive Vice-Pres. & Gen. Mgr.

Linus Travers

Vice-President George Steffy

Vice-President Thomas O'Neil

Dir. of Promotion James Richdale, Jr.

Dir. of Production Paul Keyes

Editor, Yankee Network News Service

Leland Bickford

Technical Director I. B. Robinson

BOARD OF DIRECTORS

William O'Neil, Loren Angus McQueen,

Samuel Smith Poor, James W. Haggerty, Henry

Linus Travers, Frank Knowlton, Thomas O'Neil,

George W. Steffy, John B. Poor.

BRANCH OFFICES

Crown Hotel, Providence 2, R. I., Phone:

Temple 1-0800, Mowry Lowe, WEAN, Super-

visor; 54 Pratt St., Hartford 4, Conn., Phone:

Hartford 7-9131, Robert Kennett, WONS Super-

visor; Hotel Stratfield, Bridgeport 1, Conn.,

Phone: Bridgeport 6-1121, Robert Kennett,

WICC Supervisor.

STATIONS

WNAC, Boston, Mass.; WFAU, Augusta;

WIDE, Biddeford, Me.; WICC, Bridgeport,

Conn.; WTSV, Claremont; WKXL, Concord,

N. H.; WALE, Fall River; WEIM, Fitchburg;

WHA1, Greenfield, Mass.; WONS, Hartford,

Conn.; WHYN, Holyoke, Mass.; WOCE,

Hyannis, Mass.; WLNH, Laconia, N. H.;

WCOU, Lewiston-Auburn, Me.; WLLH, Low-

ell-Lawrence, Mass.; WKBR, Manchester, N. H.;

WNBH, New Bedford, Mass.; WNLC, New

London, Conn.; WBRK, Pittsfield, Mass.;

WMTW, Portland, Me.; WHEB, Portsmouth-

Dover, N. H.; WEAN, Providence, R. I.; WSYB,

Rutland, Vt.; WWCO, Waterbury, Conn.;

WDEV, Waterbury, Vt.; WWON, Woonsocket,

R. I.; WAAB, Worcester, Mass.; WTSA, Brattle-

boro, Vt.; WTSL, Hanover, N. H.

ESTIMATED RADIO HOMES FOR 1950

	Population	% Increase 1940-1950	Total No. Families	Radio Homes
ALABAMA	3,061,743	+ 8.1	729,000	602,850
ARIZONA	749,587	+50.1	197,200	184,590
ARKANSAS	1,909,511	- 2.0	489,600	411,260
CALIFORNIA	10,586,223	+53.3	3,308,200	3,248,650
COLORADO	1,325,089	+18.0	378,600	366,110
CONNECTICUT	2,007,280	+17.4	542,500	534,910
DELAWARE	318,085	+19.4	83,260	79,350
DISTRICT OF COLUMBIA	802,178	+21.0	205,800	199,630
FLORIDA	2,771,305	+46.1	769,800	689,650
GEORGIA	3,444,578	+10.3	840,100	699,800
IDAHO	588,637	+12.1	163,500	159,100
ILLINOIS	8,712,176	+10.3	2,420,000	2,359,500
INDIANA	3,934,224	+14.8	1,092,800	1,054,550
IOWA	2,621,073	+ 3.3	728,000	725,490
KANSAS	1,905,299	+ 5.8	544,370	517,670
KENTUCKY	2,944,806	+ 3.5	718,240	639,680
LOUISIANA	2,683,516	+13.5	670,880	565,050
MAINE	913,774	+ 7.9	240,470	228,690
MARYLAND	2,343,001	+28.6	600,770	574,940
MASSACHUSETTS	4,690,514	+ 8.7	1,234,350	1,220,770
MICHIGAN	6,371,766	+21.2	1,722,100	1,686,660
MINNESOTA	2,982,483	+ 6.8	785,000	766,160
MISSISSIPPI	2,178,914	- 0.2	543,600	434,340
MISSOURI	3,954,653	+ 4.5	1,040,700	981,380
MONTANA	591,024	+ 5.6	169,000	164,100
NEBRASKA	1,325,510	+ 0.7	358,250	342,840
NEVADA	160,083	+45.2	48,510	45,750
NEW HAMPSHIRE	533,242	+ 8.5	148,120	142,050
NEW JERSEY	4,835,329	+16.2	1,306,850	1,261,110
NEW MEXICO	681,187	+28.1	170,300	154,300
NEW YORK	14,830,192	+10.0	4,008,160	3,879,900
NORTH CAROLINA	4,061,929	+13.7	962,650	786,210
NORTH DAKOTA	619,636	+ 3.5	151,130	146,400
OHIO	7,946,627	-15.0	2,207,400	2,150,010
OKLAHOMA	2,233,351	- 4.4	587,720	526,010
OREGON	1,521,341	+39.6	475,420	463,060
PENNSYLVANIA	10,498,012	+ 6.0	2,691,800	2,567,980
RHODE ISLAND	791,896	+11.0	208,390	205,890
SOUTH CAROLINA	2,117,027	+11.4	492,330	409,620
SOUTH DAKOTA	652,740	+ 1.5	167,370	160,340
TENNESSEE	3,291,718	+12.9	802,860	697,690
TEXAS	7,711,194	+20.2	2,029,260	1,789,810
UTAH	688,862	+25.2	176,630	173,810
VERMONT	377,747	+ 5.2	96,860	92,690
VIRGINIA	3,318,680	+23.9	790,160	702,450
WASHINGTON	2,378,963	+37.0	743,430	727,080
WEST VIRGINIA	2,005,552	+ 5.4	466,410	428,160
WISCONSIN	3,434,575	+ 9.5	903,840	882,140
WYOMING	290,529	+15.9	80,700	78,280
TOTAL U. S.	150,697,361	+14.5	40,232,390	37,908,460

Population figures from Bureau of the Census, April 1, 1950. Families derived from persons per family by individual States, Statistical Abstract of the U. S., 1948. Radio Homes, based on BMB, 1948.



AM RADIO STATIONS

U. S. Station Index



Stations Alphabetically
Listed by States—Cities



Key Personnel



Licensee



Frequency—Power

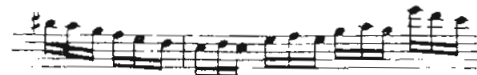
NINETEEN FIFTY-ONE



THERE IS



NO SUBSTITUTE



FOR THE GOOD MUSIC



OF WQXR



The Radio Station of The New York Times, Times Square, New York 18, N. Y.

Represented nationally by Paul H. Roymer Co.

Index Of The Standard Stations Of The United States

Station	City—State	Page
CKLW	Detroit-Windsor, Mich.	475
KAAA	Red Wing, Minn.	487
KABC	San Antonio, Tex.	669
KADA	Ada, Okla.	586
KAFP	Petaluma, Cal.	348
KAFY	Bakersfield, Cal.	335
KAHU	Waipahu, Hawaii	713
KAKC	Tulsa, Okla.	591
KAKE	Wichita, Kans.	438
KALA	Sitka, Alaska	711
KALB	Alexandria, La.	445
KALE	Richland, Wash.	690
KALG	Alamogordo, N. M.	522
KALI	Pasadena, Cal.	347
KALL	Salt Lake City, Utah	676
KALT	Atlanta, Tex.	647
KAMD	Camden, Ark.	328
KAMQ	Amarillo, Tex.	647
KANA	Anaconda, Mont.	507
KAND	Corsicana, Tex.	653
KANE	New Iberia, La.	449
KANS	Wichita, Kans.	438
KAPA	Raymond, Wash.	690
KARE	Atchison, Kans.	434
KARK	Little Rock, Ark.	331
KARM	Fresno, Cal.	340
KASA	Elk City, Okla.	587
KASH	Eugene, Ore.	596
KASI	Ames, Iowa	427
KASM	Albany, Minn.	483
KAST	Astoria, Ore.	595
KATE	Albert Lea, Minn.	483
KATL	Houston, Tex.	663
KATO	Reno, Nev.	516
KAUS	Austin, Minn.	483
KAVE	Carlsbad, N. M.	523
KAVL	Lancaster, Cal.	343
KAVR	Havre, Mont.	509
KAWT	Douglas, Ariz.	322
KAYL	Storm Lake, Iowa	433
KAYS	Hays, Kans.	435
KBIO	Burley, Idaho	399
KBIS	Bakersfield, Cal.	335
KBIX	Muskogee, Okla.	588
KBIZ	Ottumwa, Iowa	432
KBKH	Pullman, Wash.	690
KBKI	Alice, Tex.	646
KBKO	Portland, Ore.	598
KBKR	Baker, Ore.	595
KBKW	Aberdeen, Wash.	687
KBLF	Red Bluff, Cal.	348
KBMN	Bozeman, Mont.	508
KBMW	Breckenridge, Minn.	484
KBMX	Coalinga, Cal.	339
KBMY	Billings, Mont.	507
KBND	Bend, Ore.	595
KBOA	Kennett, Mo.	501

Station	City—State	Page
KBOE	Oskaloosa, Iowa	432
KBOK	Waterloo, Iowa	433
KBOL	Boulder, Col.	359
KBON	Omaha, Neb.	514
KBOR	Brownsville, Tex.	650
KBOW	Butte, Mont.	508
KBRC	Mt. Vernon, Wash.	689
KBRL	McCook, Neb.	513
KBRO	Bremerton, Wash.	687
KBR3	Springdale, Ark.	333
KBST	Big Spring, Tex.	649
KBTA	Batesville, Ark.	328
KBTM	Jonesboro, Ark.	330
KBUC	Corona, Cal.	339
KBUD	Athens, Tex.	647
KBUH	Brigham City, Utah	674
KBUN	Bemidji, Minn.	484
KBUR	Burlington, Iowa	427
KBWD	Brownwood, Tex.	651
KBYE	Oklahoma City, Okla.	589
KBYR	Anchorage, Alaska	710
KBZY	Grand Rapids, Minn.	485
KCBC	Des Moines, Iowa	429
KCBD	Lubbock, Tex.	664
KCBQ	San Diego, Cal.	350
KCBS	San Francisco, Cal.	351
KCFH	Cuero, Tex.	653
KCHA	Charles City, Iowa	428
KCHE	El Reno, Okla.	587
KCHI	Chillicothe, Mo.	498
KCHJ	Delano, Cal.	339
KCHS	Hot Springs, N. M.	524
KCID	Caldwell, Idaho	399
KCIJ	Shreveport, La.	451
KCIL	Houma, La.	447
KCIM	Carroll, Iowa	427
KCJ3	Minot, N. D.	574
KCKN	Kansas City, Kans.	436
KCKY	Coolidge, Ariz.	322
KCLA	Pine Bluff, Ark.	332
KCLE	Cleburne, Tex.	651
KCLF	Clifton, Ariz.	322
KCLO	Leavenworth, Kans.	436
KCLS	Flagstaff, Ariz.	323
KCLW	Hamilton, Tex.	660
KCLX	Colfax, Wash.	688
KCMC	Texarkana, Tex.	672
KCMJ	Palm Springs, Cal.	347
KCMO	Kansas City, Mo.	499
KCNA	Tucson, Ariz.	327
KCNC	Ft. Worth, Tex.	657
KCNI	Broken Bow, Neb.	512
KCNY	San Marcos, Tex.	670
KCOG	Centerville, Iowa	428
KCOH	Houston, Tex.	661
KCOK	Tulare, Cal.	357
KCOL	Ft. Collins, Col.	362

Station	City—State	Page	Station	City—State	Page
KCOM	Sioux City, Iowa	432	KEXO	Grand Junction, Col.	362
KCON	Conway, Ark.	328	KEYD	Minneapolis, Minn.	486
KCOR	San Antonio, Tex.	669	KEYE	Perrytown, Tex.	668
KCOW	Alliance, Neb.	511	KEYS	Corpus Christi, Tex.	652
KCOY	Santa Maria, Cal.	356	KEYY	Pocatello, Idaho	400
KCRA	Sacramento, Cal.	349	KFAB	Omaha, Neb.	514
KCRC	Enid, Okla.	587	KFAC	Los Angeles, Cal.	343
KCRG	Cedar Rapids, Iowa	427	KFAL	Fullon, Mo.	498
KCRS	Midland, Tex.	665	KFAM	St. Cloud, Minn.	489
KCRT	Trinidad, Col.	364	KFAR	Fairbanks, Alaska	710
KCRV	Caruthersville, Mo.	498	KFBB	Great Falls, Mont.	508
KCSB	San Bernardino, Cal.	349	KFBC	Cheyenne, Wyo.	708
KCSJ	Pueblo, Col.	364	KFBI	Wichita, Kans.	438
KCSU	Provo, Utah	675	KFBK	Sacramento, Cal.	349
KCTI	Gonzales, Tex.	659	KFDA	Amarillo, Tex.	647
KCTX	Childress, Tex.	651	KFDM	Beaumont, Tex.	649
KCUL	Ft. Worth, Tex.	657	KFDR	Grand Coulee, Wash.	688
KCVR	Lodi, Cal.	343	KFDW	Helena, Mont.	510
KDAC	Ft. Bragg, Cal.	340	KFDX	Wichita, Falls, Tex.	674
KDAL	Duluth, Minn.	484	KFEL	Denver, Col.	361
KDAN	Oroville, Cal.	347	KFEQ	St. Joseph, Mo.	503
KDB	Santa Barbara, Cal.	355	KFFA	Helena, Ark.	330
KDDD	Dumas, Tex.	654	KFGO	Fargo, N. D.	572
KDEC	Decorah, Iowa	429	KFGR	Forest Grove, Ore.	596
KDET	Center, Tex.	651	KFGT	Fremont, Neb.	512
KDHL	Faribault, Minn.	485	KFH	Wichita, Kans.	438
KDIA	Auburn, Cal.	335	KFI	Los Angeles, Cal.	343
KDIX	Dickinson, N. D.	572	KFIZ	Fond Du Lac, Wis.	701
KDKA	Pittsburgh, Pa.	617	KFJB	Marshalltown, Iowa	431
KDLK	Del Rio, Tex.	654	KFJI	Klamath Falls, Ore.	597
KDLR	Devils Lake, N. D.	571	KFJZ	Ft. Worth, Tex.	657
KDMO	Carthage, Mo.	497	KFKA	Greeley, Col.	363
KDMS	El Dorado, Ark.	328	KFLW	Klamath Falls, Ore.	597
KDNT	Denton, Tex.	654	KFMB	San Diego, Cal.	350
KDON	Santa Cruz, Cal.	356	KFMJ	Tulsa, Okla.	591
KDRO	Sedalia, Mo.	506	KFMO	Flat River, Mo.	498
KDRS	Paragould, Ark.	332	KFNF	Shenandoah, Iowa	432
KDSH	Boise, Idaho	399	KFOR	Lincoln, Neb.	513
KDSJ	Deadwood, S. D.	635	KFOX	Long Beach, Cal.	343
KDSX	Denison, Tex.	654	KFQD	Anchorage, Alaska	710
KDTH	Dubuque, Iowa	430	KFPW	Ft. Smith, Ark.	329
KDWT	Stamford, Tex.	671	KFRB	Fairbanks, Alaska	710
KDYL	Salt Lake City, Utah	676	KFRC	San Francisco, Cal.	351
KDZA	Pueblo, Col.	364	KFRD	Rosenberg, Tex.	668
KEBE	Jacksonville, Tex.	662	KFRE	Fresno, Cal.	340
KECA	Los Angeles, Cal.	341	KFRM	Kansas City, Mo.	501
KECC	Pittsburg, Cal.	348	KFRO	Longview, Tex.	663
KECK	Odessa, Tex.	666	KFRU	Columbia, Mo.	498
KEEN	San Jose, Cal.	354	KFSA	Ft. Smith, Ark.	329
KEJO	Pocatello, Idaho	400	KFSB	Joplin, Mo.	499
KELA	Centralia-Chehalis, Wash.	687	KFSD	San Diego, Cal.	350
KELD	El Dorado, Ark.	329	KFTM	Ft. Morgan, Col.	362
KELK	Elko, Nev.	515	KFUN	Las Vegas, N. M.	524
KELO	Sioux Falls, S. D.	635	KFVD	Los Angeles, Cal.	344
KELP	El Paso, Tex.	655	KFVS	Cape Girardeau, Mo.	497
KELS	Kelso, Wash.	688	KFWB	Hollywood, Cal.	341
KELT	Electra, Tex.	655	KFXD	Nampa, Idaho	400
KELY	Ely, Nev.	515	KFXJ	Grand Junction, Col.	362
KENA	Mena, Ark.	332	KFXM	San Bernardino, Cal.	350
KENI	Anchorage, Alaska	710	KFYN	Bonham, Tex.	650
KENO	Las Vegas, Nev.	515	KFYO	Lubbock, Tex.	664
KENT	Shreveport, La.	451	KFYR	Bismarck, N. D.	571
KEPO	El Paso, Tex.	655	KGA	Spokane, Wash.	691
KERB	Kermit, Tex.	662	KGAF	Gainesville, Tex.	659
KERG	Eugene, Ore.	596	KGAK	Gallup, N. M.	524
KERN	Bakersfield, Cal.	335	KGAL	Lebanon, Ore.	597
KERO	Bakersfield, Cal.	335	KGAN	Kingman, Ariz.	323
KEVA	Shamrock, Tex.	670	KGAR	Garden City, Kans.	434
KEVT	Kerrville, Tex.	662	KGB	San Diego, Cal.	350
KEX	Portland, Ore.	598	KGBC	Galveston, Tex.	659

Station	City—State	Page
KGBS	Harlingen, Tex.	660
KGBX	Springfield, Mo.	506
KGCU	Mandan, N. D.	572
KGCX	Sidney, Mont.	511
KGDE	Fergus Falls, Minn.	485
KDGM	Stockton, Cal.	357
KGEM	Sterling, Col.	364
KGEM	Boise, Idaho	399
KGFR	Long Beach, Cal.	343
KGEZ	Kalispell, Mont.	510
KGFF	Shawnee, Okla.	591
KGFI	Hollywood, Cal.	341
KGFL	Roswell, N. M.	525
KGFW	Kearney, Neb.	513
KGFX	Pierre, S. D.	635
KGGF	Coffeyville, Kans.	434
KGGM	Albuquerque, N. M.	522
KGHF	Pueblo, Col.	364
KGHI	Little Rock, Ark.	330
KGHL	Billings, Mont.	507
KGIB	Bremerton, Wash.	687
KGIL	San Fernando, Cal.	351
KGIW	Alamosa, Col.	359
KGKB	Tyler, Tex.	672
KGKL	San Angelo, Tex.	669
KGLC	Miami, Okla.	588
KGLN	Glenwood Springs, Col.	362
KGLO	Mason City, Ia.	431
KGLU	Safford, Ariz.	326
KGMB	Honolulu, Hawaii	711
KGNB	New Braunfels, Tex.	666
KGNC	Amarillo, Tex.	647
KGNO	Dodge City, Kans.	434
KGO	San Francisco, Cal.	351
KGON	Oregon City, Ore.	598
KGOS	Torington, Wyo.	709
KGPH	Flagstaff, Ariz.	323
KGRH	Fayetteville, Ark.	329
KGRI	Henderson, Tex.	660
KGST	Fresno, Cal.	340
KGU	Honolulu, Hawaii	712
KGVL	Greenville, Tex.	660
KGVO	Missoula, Mont.	511
KGW	Portland, Ore.	599
KGY	Olympia, Wash.	689
KGYN	Guymon, Okla.	587
KGYW	Vallejo, Cal.	358
KHAS	Hastings, Neb.	512
KHBC	Hilo, Hawaii	711
KHBG	Okmulgee, Okla.	590
KHBR	Hillsboro, Tex.	660
KHIT	Lampasas, Tex.	663
KHJ	Los Angeles, Cal.	344
KHMO	Hannibal, Mo.	498
KHON	Honolulu, Hawaii	712
KHOZ	Harrison, Ark.	330
KHQ	Spokane, Wash.	692
KHSL	Chico, Cal.	338
KHUB	Watsonville, Cal.	359
KHUM	Eureka, Cal.	339
KHUZ	Borger, Tex.	650
KIBE	Palo Alto, Calif.	347
KIBH	Seward, Alaska	711
KIBL	Beeville, Tex.	649
KICA	Clovis, N. M.	524
KICD	Spencer, Iowa	433
KICO	Calexico, Cal.	338
KICK	Springfield, Mo.	506
KID	Idaho Falls, Idaho	400
KIDO	Boise, Idaho	399

Station	City—State	Page
KIEM	Eureka, Cal.	339
KIEV	Glendale, Cal.	341
KIFI	Idaho Falls, Idaho	400
KIFN	Phoenix, Arizona	323
KIFW	Sitka, Alaska	711
KIHN	Hugo, Okla.	588
KIHO	Sioux Falls, S. D.	636
KIHR	Hood River, Ore.	597
KIJV	Huron, S. D.	635
KIKI	Honolulu, Hawaii	712
KILO	Grand Forks, N. D.	572
KIMA	Yakima, Wash.	694
KIMO	Independence, Mo.	498
KIMP	Mt. Pleasant, Tex.	665
KIND	Independence, Kans.	435
KINE	Kingsville, Tex.	663
KING	Seattle, Wash.	690
KINY	Juneau, Alaska	710
KIOA	Des Moines, Iowa	429
KIOX	Bay City, Texas	648
KIPA	Hilo, Hawaii	711
KIRO	Seattle, Wash.	690
KIRX	Kirksville, Mo.	501
KISD	Sioux Falls, S. D.	636
KIST	Santa Barbara, Cal.	355
KIT	Yakima, Wash.	694
KITE	San Antonio, Tex.	669
KITO	San Bernardino, Cal.	350
KIUL	Garden City, Kans.	435
KIUN	Pecos, Tex.	668
KIUP	Durango, Col.	362
KIVY	Crockett, Tex.	653
KIWW	San Antonio, Tex.	669
KIXL	Dallas, Tex.	653
KIYI	Shelby, Mont.	511
KJAM	Vernal, Utah	677
KJAN	Atlantic, Iowa	427
KJAY	Topeka, Kans.	437
KJBC	Midland, Tex.	665
KJBS	San Francisco, Cal.	353
KJCK	Junction City, Kans.	436
KJEF	Jennings, La.	447
KJFJ	Webster City, Iowa	433
KJR	Seattle, Wash.	690
KJSK	Columbus, Neb.	512
KKIN	Visalia, Cal.	358
KLAC	Hollywood, Cal.	341
KLAS	Las Vegas, Nev.	516
KLBM	La Grande, Ore.	597
KLCN	Blytheville, Ark.	328
KLEE	Houston, Tex.	661
KLER	Rochester, Minn.	489
KLFY	Lafayette, La.	447
KLIC	Monroe, La.	448
KLIF	Dallas, Tex.	653
KLIZ	Brainer, Minn.	484
KLIX	Twin Falls, Idaho	401
KLKC	Parsons, Kans.	437
KLMO	Longmont, Col.	363
KLMR	Lamar, Col.	363
KLMS	Lincoln, Neb.	513
KLMX	Clayton, N. M.	523
KLO	Ogden, Utah	675
KLOK	San Jose, Cal.	354
KLOU	Lake Charles, La.	448
KLMP	Minot, N. D.	574
KLPR	Ok'ahoma City, Okla.	589
KLRA	Little Rock, Ark.	331
KLTI	Longview, Tex.	663
KLUF	Galveston, Tex.	659

Station	City—State	Page	Station	City—State	Page
KLVC	Leadville, Col.	363	KOGT	Orange, Texas	667
KLVL	Pasadena, Tex.	668	KOH	Reno, Nev.	516
KLVT	Levelland, Tex.	663	KOIL	Omaha, Neb.	514
KLWT	Lebanon, Mo.	502	KOIN	Portland, Ore.	599
KLX	Oakland, Cal.	346	KOJM	Havre, Mont.	510
KLYN	Amarillo, Tex.	647	KOKO	La Junta, Colo.	363
KLZ	Denver, Col.	360	KOKX	Keokuk, Iowa	431
KMA	Shenandoah, Iowa	432	KOL	Seattle, Wash.	691
KMAC	San Antonio, Tex.	669	KOLE	Pt. Arthur, Tex.	668
KMAE	McKinney, Tex.	665	KOLN	Lincoln, Neb.	513
KMAN	Manhattan, Kans.	436	KOLO	Reno, Nev.	516
KMBC	Kansas City, Mo.	501	KOLS	Pryor, Okla.	590
KMBY	Manterey, Calif.	346	KOLT	Scottsbluff, Neb.	515
KMCM	McMinnville, Ore.	597	KOMA	Oklahoma City, Okla.	589
KMED	Medford, Ore.	597	KOME	Tulsa, Okla.	591
KMHL	Marshall, Minn.	486	KOMO	Seattle, Wash.	691
KMHT	Marshall, Tex.	664	KOMW	Omak, Wash.	689
KMJ	Fresno, Cal.	340	KONO	San Antonio, Tex.	670
KMLB	Monroe, La.	448	KONP	Port Angeles, Wash.	690
KMMJ	Grand Island, Neb.	512	KOOK	Billings, Mont.	508
KMMO	Marshall, Mo.	502	KOOL	Phoenix, Ariz.	326
KMNS	San Luis Obispo, Cal.	354	KOOS	Coos Bay, Ore.	595
KMO	Tacoma, Wash.	692	KOPO	Tucson, Ariz.	327
KMOD	Modesto, Cal.	509	KOPP	Ogden, Utah	675
KMON	Great Falls, Mont.	509	KOPR	Butte, Mont.	508
KMOX	St. Louis, Mo.	503	KORA	Bryan, Tex.	651
KMPC	Los Angeles, Cal.	344	KORC	Mineral Wells, Tex.	665
KMUR	Murray, Utah	675	KORE	Eugene, Ore.	596
KMUS	Muskogee, Okla.	588	KORN	Mitchell, S. D.	635
KMVI	Wailuku-Maui, Hawaii	712	KOSA	Odesa, Tex.	667
KMYC	Marysville, Cal.	344	KOSE	Osceola, Ark.	332
KMYR	Denver, Col.	361	KOSF	Nacogdoches, Tex.	666
KNAF	Fredericksburg, Tex.	659	KOTA	Rapid City, S. D.	635
KNAK	Salt Lake City, Utah	676	KOTN	Pine Bluff, Ark.	332
KNAL	Victoria, Tex.	673	KOVE	Lander, Wyo.	708
KNBC	San Francisco, Cal.	353	KOVO	Provo, Utah	676
KNBY	Newport, Ark.	332	KOVC	Valley City, N. D.	574
KNCM	Moberly, Mo.	502	KOWB	Laramie, Wyo.	708
KNEB	Scottsbluff, Neb.	515	KOWH	Omaha, Neb.	514
KNEL	Brady, Tex.	650	KOWL	Santa Monica, Calif.	356
KNEM	Nevada, Mo.	502	KOY	Phoenix, Ariz.	326
KNET	Palestine, Tex.	667	KQV	Pittsburgh, Pa.	617
KNEU	Provo, Utah	675	KPAC	Pt. Arthur, Tex.	668
KNEW	Spokane, Wash.	692	KPAN	Hereford, Tex.	660
KNEX	McPherson, Kans.	436	KPAS	Banning, Calif.	335
KNGS	Hanford, Cal.	341	KPBM	Carlsbad, N. M.	523
KNOE	Monroe, La.	448	KPBX	Peamount, Tex.	649
KNOG	Nogales, Ariz.	323	KPDN	Pampa, Tex.	667
KNOR	Norman, Ok'a	589	KPDQ	Portland, Ore.	599
KNOW	Austin, Tex.	648	KPET	Lamesa, Tex.	663
KNOX	Grand Forks, N. D.	572	KPHC	Walsenburg, Col.	364
KNPT	Newport, Oregon	598	KPHO	Phcenix, Ariz.	326
KNUJ	New U'm, Minn.	487	KPKW	Pasco, Wash.	689
KNUZ	Houston, Tex.	661	KPLC	Lake Charles, La.	448
KNX	Los Angeles, Cal.	344	KPLT	Paris, Tex.	667
KOA	Denver, Colo.	360	KPMC	Bakersfield, Cal.	335
KOAL	Price, Utah	675	KPMO	Pomona, Cal.	348
KOAM	Pittsburg, Kans.	437	KPOA	Honolulu, Hawaii	712
KOAT	Albuquerque, N. M.	523	KPOC	Pocahontas, Ark.	333
KOB	Albuquerque, N. M.	523	KPOJ	Portland, Ore.	599
KOBE	Las Cruces, N. M.	524	KPOL	Los Angeles, Cal.	344
KOCA	Kilgore, Texas	663	KPOW	Powell, Wyo.	708
KOCO	Salem, Ore.	600	KPQ	Wenatchee, Wash.	693
KOCS	Ontario, Calif.	347	KPRC	Houston, Tex.	661
KOCY	Oklahoma City, Okla.	589	KPRK	Livingston, Mont.	510
KODI	Cody, Wyo.	708	KPRL	Paso Robles, Cal.	348
KODL	The Dalles, Oreg.	596	KPRO	Riverside, Cal.	349
KODY	North Platte, Neb.	514	KPRS	Olathe, Kansas	436
KOEL	Oelwein, Iowa	432	KPST	Preston, Idaho	401
KOFO	Ottawa, Kansas	437	KPUG	Bellingham, Wash.	687

Station	City—State	Page
KRAI	Craig, Col.	360
KRAL	Rawlins, Wyo.	709
KRAM	Las Vegas, Nev.	516
KRBA	Lufkin, Tex.	664
KRBC	Abilene, Tex.	646
KRCO	Prineville, Ore.	600
KRCT	Baytown, Tex.	648
KRDO	Colorado Springs, Col.	360
KRDU	Dinuba, Cal.	339
KRE	Berkeley, Cal.	338
KREI	Farmington, Mo.	498
KREL	Baytown, Tex.	648
KREM	Spokane, Wash.	692
KREO	Indio, Cal.	341
KRES	St. Joseph, Mo.	503
KREW	Sunnyside, Wash.	692
KRGV	Weslaco, Tex.	673
KRHD	Duncan, Okla.	586
KHIB	Mason City, Ia.	431
KRIC	Beaumont, Tex.	649
KRIG	Odessa, Tex.	667
KRIO	McAilan, Tex.	665
KRIS	Corpus Christi, Tex.	652
KRIZ	Phoenix, Ariz.	326
KRJF	Miles City, Mont.	510
KRKD	Los Angeles, Cal.	344
KRKL	Kirkland, Wash.	688
KRKO	Everett, Wash.	688
KRLC	Lewiston, Idaho	400
KRLD	Dallas, Tex.	653
KRLN	Canon City, Col.	359
KRMD	Shreveport, La.	451
KRMG	Tulsa, Okla.	594
KRMO	Monett, Mo.	502
KRNO	San Bernardino, Cal.	350
KRNR	Roseburg, Ore.	600
KRNT	Des Moines, Ia.	429
KROC	Rochester, Minn.	489
KROD	El Paso, Tex.	655
KROF	Abbeville, La.	445
KROG	Sonora, Cal.	356
KROP	Bawley, Cal.	338
KROS	Clinton, Ia.	428
KROW	Oakland, Cal.	346
KROX	Crookston, Minn.	484
KROY	Sacramento, Cal.	349
KRPL	Moscow, Idaho	400
KRRV	Sherman-Dennison, Tex.	671
KRSC	Seattle, Wash.	691
KRSN	Los Alamos, N. M.	524
KRTN	Raton, N. M.	524
KRUL	Corvallis, Ore.	595
KRUN	Ballinger, Tex.	648
KRUS	Ruston, La.	451
KRUX	Phoenix, Ariz.	326
KRVN	Lexington, Neb.	513
KRXL	Roseburg, Ore.	600
KSAL	Salina, Kans.	437
KSAM	Huntsville, Tex.	662
KSAN	San Francisco, Cal.	353
KSBB	Salinas, Cal.	349
KSCB	Liberal, Kans.	436
KSCJ	Sioux City, Ia.	432
KSCO	Santa Cruz, Cal.	356
KSD	St. Louis, Mo.	505
KSDN	Aberdeen, S. D.	635
KSDO	San Diego, Cal.	351
KSEI	Pocatello, Idaho	401
KSEK	Pittsburgh, Pa.	437
KSEL	Lubbock, Tex.	664

Station	City—State	Page
KSEM	Moses Lake, Wash.	689
KSEO	Durant, Okla.	587
KSET	El Paso, Tex.	655
KSEY	Seymour, Tex.	670
KSFA	Nacogdoches, Tex.	666
KSFO	San Francisco, Cal.	353
KSFT	Trinidad, Col.	364
KSGM	Ste. Genevieve, Mo.	505
KSGN	Sanger, Cal.	353
KSIB	Creston, Ia.	428
KSIG	Crowley, La.	447
KSII	Gladewater, Tex.	659
KSIL	Silver City, N. M.	525
KSIM	Sikeston, Mo.	506
KSIW	Woodward, Okla.	594
KSIX	Corpus Christi, Tex.	652
KSJB	Jamestown, N. D.	572
KSJO	San Jose, Cal.	354
KSKY	Dallas, Tex.	653
KSL	Salt Lake City, Utah	676
KSLM	Salem, Ore.	600
KSLO	Ope'ousas, La.	451
K SMA	Santa Maria, Cal.	356
KSMI	Seminole, Okla.	590
KSMN	Mason City, Ia.	431
KSMO	San Mateo, Cal.	354
KSNY	Snyder, Tex.	671
KSO	Des Moines, Ia.	429
KSOK	Arkansas City, Kans.	434
KSON	San Diego, Cal.	351
KSOO	Sioux Falls, S. D.	636
KSPA	Santa Paula, Cal.	356
KSPI	Stillwater, Okla.	591
KSPO	Spokane, Wash.	691
KSPR	Casper, Wyo.	708
KSPY	Sandpoint, Idaho	401
KSRO	Santa Rosa, Cal.	356
KSRV	Ontario, Ore.	598
K SST	Sulphur Springs, Tex.	671
KSTA	Coleman, Tex.	651
KSTB	Breckenridge, Tex.	650
KSTL	St. Louis, Mo.	503
KSTN	Stockton, Cal.	357
KSTP	St. Paul-Minneapolis, Minn.	489
KSTT	Davenport, Ia.	428
KSTV	Stephenville, Tex.	671
KSUB	Cedar City, Utah	674
KSUE	Susanville, Cal.	357
KSUM	Fairmont, Minn.	485
KSUN	Bisbee, Ariz.	322
KSVC	Richfield, Utah	676
KSVP	Artesia, N. M.	523
KSWA	Graham, Tex.	660
KSWI	Council Bluffs, Ia.	428
KSWM	Joplin, Mo.	499
KSWO	Lawton, Okla.	588
KSW S	Roswell, N. M.	525
KSYC	Yreka, Cal.	359
KSYL	Alexandria, La.	446
KTAE	Taylor, Tex.	672
KTAN	Sherman, Tex.	671
KTAR	Phoenix, Ariz.	323
KTAT	Frederick, Okla.	587
KTBB	Tyler, Tex.	672
KTBC	Austin, Tex.	648
KTBI	Tacoma, Wash.	693
KTBS	Shreveport, La.	451
KTED	Laguna Beach, Cal.	343
KTEM	Temple, Tex.	672
KTER	Terrell, Tex.	672

Station	City—State	Page	Station	City—State	Page
KTFI	Twin Falls, Idaho.	401	KVIM	New Iberia, La.	449
KTF5	Texarkana, Tex.	672	KVKM	Monahans, Tex.	685
KTFY	Brownfield, Tex.	650	KVLC	Little Rock, Ark.	331
KTHS	Hot Springs, Ark.	330	KVLF	Alpine, Tex.	647
KTHT	Houston, Tex.	661	KVLH	Pauls Valley, Okla.	590
KTIL	Tillamook, Ore.	600	KVMA	Magnolia, Ark.	332
KTIM	San Rafael, Cal.	355	KVMC	Colorado City, Tex.	652
KTIP	Porterville, Cal.	348	KVMV	Twin Falls, Idaho.	401
KTJS	Hobart, Okla.	588	KVNI	Coeur D'Alene, Idaho.	399
KTKN	Ketchikan, Alaska	711	KVNU	Logan, Utah	675
KTKR	Taft, Cal.	357	KVOA	Tucson, Ariz.	327
KTKT	Tucson, Ariz.	327	KVOB	Alexandria, La.	446
KTLN	Denver, Col.	360	KVOC	Casper, Wyo.	708
KTLW	Texas City, Tex.	672	KVOD	Denver, Col.	361
KTMC	McAlester, Okla.	588	KVOE	Santa Ana, Cal.	355
KTMS	Santa Barbara, Cal.	355	KVOG	Ogden, Utah	675
KTNM	Tucumcari, N. M.	525	KVOL	Lafayette, La.	448
KTOE	Mankato, Minn.	486	KVON	Napa, Cal.	346
KTOH	Lihue-Kaui, Hawaii	712	KVOO	Tulsa, Okla.	594
KTOK	Oklahoma City, Okla.	589	KVOP	Plainview, Tex.	668
KTOP	Topeka, Kans.	437	KVOR	Colorado Springs, Col.	360
KTOW	Oklahoma City, Okla.	590	KVOS	Bellingham, Wash.	687
KTRB	Modesto, Cal.	345	KVOU	Uvalde, Tex.	673
KTRC	Santa Fe, N. M.	525	KVOW	Littlefield, Tex.	663
KTRE	Lufkin, Tex.	664	KVOX	Moorhead, Minn.	487
KTRF	Thief River Falls, Minn.	490	KVRC	Arkadelphia, Ark.	328
KTRH	Houston, Tex.	662	KVRH	Salida, Col.	364
KTRI	Sioux City, Ia.	433	KVRS	Rock Springs, Wyo.	709
KTRM	Beaumont, Tex.	649	KVSF	Santa Fe, N. M.	525
KTRN	Wichita Falls, Tex.	674	KVSM	San Mateo, Cal.	355
KTRY	Bastrop, La.	446	KVSO	Ardmore, Okla.	586
KTSA	San Antonio, Tex.	670	KVVC	Ventura, Cal.	358
KTSM	El Paso, Tex.	655	KVWC	Vernon, Tex.	673
KT5W	Emporia, Kans.	434	KWAD	Wadena, Minn.	490
KTTR	Rolls, Mo.	503	KWAK	Stuttgart, Ark.	333
KTTS	Sp ingfield, Mo.	506	KWAL	Wallace, Idaho	402
KTUC	Tucson, Ariz.	327	KWAT	Wartertown, S. D.	636
KTUL	Tulsa, Okla.	594	KWBB	Wichita, Kans.	439
KTUR	Turlock, Cal.	358	KWBC	Ft. Worth, Tex.	657
KTW	Seattle, Wash.	691	KWBE	Beatrice, Mont.	511
KTXC	Big Spring, Tex.	650	KWBG	Boone, Ia.	427
KTXC	Jasper, Tex.	662	KWBM	Williston, N. D.	574
KTXL	San Angelo, Tex.	669	KWBR	Oakland, Cal.	346
KTXN	Austin, Tex.	648	KWBU	Corpus Christi, Tex.	652
KTYL	Mesa, Ariz.	323	KWBW	Hutchinson, Kans.	435
KUBA	Yuba City, Cal.	359	KWCJ	Natchitoches, La.	449
KUBC	Montrose, Cal.	363	KWCO	Chickasha, Okla.	586
KUGN	Eugene, Ore.	596	KWCR	Cedar Rapids, Ia.	427
KUIN	Grants Pass, Ore.	596	KWDM	Des Moines, Ia.	430
KUJ	Walla Walla, Wash.	693	KWED	Seguin, Tex.	670
KUKI	Ukiah Cal.	358	KWEI	Weiser, Idaho	402
KULA	Honolulu, Hawaii	712	KWEM	West Memphis, Ark.	333
KULE	Ephrate, Wash.	688	KWEW	Hobbs, N. M.	524
KULP	El Campo, Tex.	655	KWFC	Hot Springs, Ark.	330
KUNO	Corpus Christi, Tex.	652	KWFT	Wichita Falls, Tex.	674
KUOA	Siloam Springs, Ark.	333	KWG	Stockton, Cal.	357
KURV	Edinburg, Tex.	654	KWGB	Goodland, Kans.	435
KUTA	Salt Lake City, Utah.	677	KWHI	Brenham, Tex.	650
KVAL	Brownsville, Tex.	651	KWHK	Hutchinson, Kans.	435
KVAN	Vancouver, Wash.	693	KWHN	Ft. Smith, Ark.	329
KVAS	Astoria, Ore.	595	KWHW	Altus, Okla.	586
KVCV	Redding, Cal.	348	KWIE	Kennewick, Wash.	688
KVEC	San Luis Obispo, Cal.	354	KWIK	Burbank, Cal.	338
KVEN	Ventura, Cal.	358	KWIL	Albany, Ore.	594
KVER	Albuquerque, N. M.	523	KWIN	Ashland, Ore.	595
KVET	Austin, Tex.	648	KWJB	Globe, Ariz.	323
KVFD	—Ft. Dodge, Ia.	430	KWJJ	Portland, Ore.	599
KVGB	Great Bend, Kans.	435	KWK	St. Louis, Mo.	505
KVI	Seattle, Wash.	691	KWKC	Abilene, Tex.	646
KVIC	Victoria, Tex.	673	KWXH	Shreveport, La.	452

Station	City—State	Page
KWKW	Pasadena, Cal.	347
KWLK	Longview, Wash.	689
KWLM	Willmar, Minn.	490
KWNO	Winona, Minn.	490
KWNW	Wenatchee, Wash.	693
KWOA	Worthington, Minn.	491
KWOC	Poplar Bluff, Mo.	502
KWOE	Clinton, Okla.	586
KWON	Bartlesville, Okla.	586
KWOR	Worland, Wyo.	709
KWOS	Jefferson City, Mo.	499
KWPC	Muscatine, Ia.	431
KWPM	West Plains, Mo.	507
KWRC	Pendleton, Ore.	598
KWRE	Warrenton, Mo.	507
KWRL	Riverton, Wyo.	709
KWRN	Reno, Nev.	517
KWRO	Coquille, Ore.	595
KWSD	Mt. Shasta, Cal.	346
KWSL	Lake Charles, La.	448
KWSO	Wasco, Cal.	359
KWTC	Barstow, Cal.	338
KWTO	Springfield, Mo.	506
KWTX	Waco, Tex.	673
KWWB	Walla Walla, Wash.	693
KWWL	Waterloo, Ia.	433
KWYO	Sheridan, Wyo.	709
KXA	Seattle, Wash.	691
KXAR	Hope, Ark.	330
KXEL	Waterloo, Ia.	433
KXEO	Mexico, Mo.	502
KXGI	Ft. Madison, Ia.	430
KXGN	Glendive, Mont.	508
KXIC	Iowa City, Ia.	430
KXIT	Dalhart, Tex.	653
KXJK	Forrest City, Ark.	329
KXL	Portland, Ore.	599
KXLA	Pasadena, Cal.	347
KXLE	Ellensburg, Wash.	688
KXLF	Butte, Mont.	508
KXLK	Great Falls, Mont.	509
KXLJ	Helena, Mont.	510
KXLL	Missoula, Mont.	511
KXLO	Lewiston, Mont.	510
KXLR	Little Rock, Ark.	332
KXLQ	Bozeman, Mont.	508
KXLW	St. Louis, Mo.	505
KXLY	Spokane, Wash.	692
KXO	El Centro, Cal.	339
KXOA	Sacramento, Cal.	349
KXOB	Stockton, Cal.	357
KXOC	Chico, Cal.	338
KXOK	St. Louis, Mo.	505
KXOL	Ft. Worth, Tex.	657
KXOX	Sweetwater, Tex.	671
KXRA	Alexander, Minn.	483
KXRJ	Russellville, Ark.	333
KXRN	Renton, Wash.	690
KXRO	Aberdeen, Wash.	687
KXRX	San Jose, Calif.	354
KXXX	Colby, Kans.	434
KXYZ	Houston, Tex.	662
KYA	San Francisco, Calif.	353
KYAK	Yakima, Wash.	694
KYCA	Prescott, Ariz.	326
KYJC	Medford, Ore.	598
KYMA	Yuma, Ariz.	327
KYNO	Fresno, Calif.	340
KYOR	Blythe, Calif.	338
KYOS	Merced, Cal.	345

Station	City—State	Page
KYOU	Greeley, Col.	363
KYSM	Mankato, Minn.	486
KYUM	Yuma, Ariz.	328
KYW	Philadelphia, Pa.	613
KZYZ	Redlands, Cal.	348
WAAA	Winston-Salem, N. C.	570
WAAB	Worcester, Mass.	468
WAAF	Chicago, Ill.	405
WAAT	Newark, N. J.	520
WABB	Mobile, Ala.	319
WABG	Greenwood, Miss.	493
WABI	Bangor, Me.	452
WABJ	Adrian, Mich.	471
WABM	Houlton, Me.	453
WABY	Albany, N. Y.	527
WABZ	Albemarle, N. C.	556
WACA	Camden, S. C.	629
WACB	Kittanning, Pa.	609
WACE	Chicopee, Mass.	464
WACO	Waco, Tex.	673
WACR	Columbus, Miss.	492
WADC	Akron, O.	574
WADE	Wadesboro, N. C.	569
WAEB	Allentown, Pa.	601
WAEL	Mayaguez, P. R.	713
WAFB	Baton Rouge, La.	446
WAGA	Atlanta, Ga.	387
WAGC	Chattanooga, Tenn.	637
WAGE	Syracuse, N. Y.	552
WAGF	Dothan, Ala.	316
WAGM	Presque Isle, Me.	454
WAIM	Anderson, S. C.	628
WAIR	Winston-Salem, N. C.	571
WAIT	Chicago, Ill.	405
WAJR	Morgantown, W. Va.	697
WAKE	Greenville, S. C.	631
WAKR	Akron, O.	574
WALA	Mobile, Ala.	319
WALB	Albany, Ga.	386
WALD	Walterboro, S. C.	634
WALE	Fall River, Mass.	464
WALL	Middletown, N. Y.	536
WALT	Tampa, Fla.	384
WAML	Laurel, Miss.	495
WAMS	Wilmington, Del.	370
WAND	Canton, O.	576
WANE	Ft. Wayne, Ind.	421
WANN	Annapolis, Md.	456
WANS	Anderson, S. C.	628
WAOV	Vincennes, Ind.	426
WAPA	San Juan, P. R.	715
WAPF	McComb, Miss.	495
WAPI	Birmingham, Ala.	314
WAPO	Chattanooga, Tenn.	637
WAPX	Montgomery, Ala.	320
WARA	Attleboro, Mass.	461
WARC	Rochester, N. Y.	551
WARD	Johnstown, Pa.	609
WARE	Ware, Mass.	468
WARK	Hagerstown, Md.	459
WARL	Arlington, Va.	679
WARM	Scranton, Pa.	620
WASA	Havre de Grace, Md.	460
WASK	Lafayette, Ind.	423
WASL	Annapolis, Md.	456
WATA	Poone, N. C.	557
WATC	Gaylord, Mich.	477
WATG	Ashland, O.	575
WATH	Athens, O.	575
WATK	Antigo, Wis.	700

Station	City—State	Page	Station	City—State	Page
WATL	Atlanta, Ga.	387	WBOW	Terre Haute, Ind.	425
WATM	Atmore, Ala.	313	WPBZ	Lock Haven, Pa.	610
WATN	Watertown, N. Y.	554	WBRC	Birmingham, Ala.	314
WATO	Oak Ridge, Tenn.	645	WBRD	Ft. Lauderdale, Fla.	376
WATR	Waterbury, Conn.	370	WBRE	Wilkes-Barre, Pa.	624
WATS	Sayre, Pa.	620	WBRK	Pittsfield, Mass.	467
WATT	Cadillac, Mich.	473	WBRM	Marion, N. C.	565
WATW	Ashland, Wis.	700	WBRW	Welch, W. Va.	699
WATZ	Alpena, Mich.	471	WBRY	Waterbury, Conn.	370
WAUD	Auburn, Ala.	314	WBSC	Bennettsville, S. C.	629
WAUX	Waukesha, Wis.	707	WBSM	New Bedford, Mass.	466
WAVE	Louisville, Ky.	442	WBSR	Pensacola, Fla.	382
WAVL	Apollo, Pa.	602	WBT	Charlotte, N. C.	557
WAVU	Albertsville, Ala.	313	WBTA	Batavia, N. Y.	528
WAVZ	New Haven, Conn.	368	WBTH	Williamson, W. Va.	700
WAYB	Waynesboro, Va.	686	WBTM	Danville, Va.	680
WAYN	Rockingham, N. C.	567	WBUD	Morrisville, Pa.	611
WAYS	Charlotte, N. C.	557	WBUT	Eutler, Pa.	604
WAYX	Waycross, Ga.	398	WBUX	Doylestown, Pa.	605
WAZF	Yazoo City, Miss.	497	WBUY	Lexington, N. C.	564
WAZL	Hazleton, Pa.	607	WBVP	Beaver Falls, Pa.	602
WBAB	Atlantic City, N. J.	519	WBYS	Canton, Ill.	403
WBAC	Cleveland, Tenn.	638	WBZ		
WBAL	Baltimore, Md.	456	WBZA	Boston-Springfield, Mass.	461
WBAP	Ft. Worth, Tex.	659	WCAE	Pittsburgh, Pa.	617
WBAT	Marion, Ind.	424	WCAM	Camden, N. J.	520
WBAY	Green Bay, Wis.	701	WCAO	Baltimore, Md.	456
WBAX	Wilkes-Barre, Pa.	623	WCAR	Pontiac, Mich.	481
WBBB	Burlington, N. C.	557	WCAU	Philadelphia, Pa.	613
WBBC	Flint, Mich.	476	WCAV	Norfolk, Va.	683
WBBL	Richmond, Va.	684	WCAW	Charleston, W. Va.	695
WBBM	Chicago, Ill.	407	WCAX	Burlington, Vt.	677
WBBO	Forest City, N. C.	560	WCAZ	Carthage, Ill.	405
WBBQ	Augusta, Ga.	389	WCBA	Corning, N. Y.	531
WBBW	Youngstown, O.	585	WCBC	Anderson, Ind.	418
WBBZ	Ponca City, Okla.	590	WCBD	Chicago, Ill.	407
WBCC	Bethesda, Md.	459	WCBI	Columbus, Miss.	492
WBCK	Battle Creek, Mich.	473	WCBM	Baltimore, Md.	457
WBCM	Bay City, Mich.	473	WCBS	New York, N. Y.	537
WBCO	Bessemer, Ala.	314	WCBT	Roanoke Rapids, N. C.	567
WBCU	Union, S. C.	634	WCCC	Hartford, Conn.	366
WBEC	Pittsfield, Mass.	467	WCCM	Lawrence, Mass.	465
WBEJ	Elizabethhton, Tenn.	639	WCCO	Minneapolis, Minn.	486
WBEL	Beloit, Wis.	701	WCCP	Savannah, Ga.	396
WBEN	Buffalo, N. Y.	529	WC DL	Carbondale, Pa.	604
WBET	Brockton, Mass.	464	WC DT	Winchester, Tenn.	646
WBEX	Chillicothe, O.	576	WCEC	Rocky Mount, N. C.	567
WBGE	Atlanta, Ga.	389	WCED	Dubois, Pa.	605
WBGR	Jessup, Ga.	393	WCEM	Cambridge, Md.	459
WBHB	Fitzgerald, Ga.	393	WCEN	Mt. Pleasant, Mich.	480
WBHF	Cartersville, Ga.	391	WCFL	Beckley, W. Va.	694
WBHP	Huntsville, Ala.	318	WCFL	Chicago, Ill.	405
WBIG	Greensboro, N. C.	561	WCFV	Clifton Forge, Va.	680
WBIP	Booneville, Miss.	491	WCHA	Chambersburg, Pa.	604
WBIR	Knoxville, Tenn.	641	WCHS	Charleston, W. Va.	695
WBIS	Bristol, Conn.	366	WCHV	Charlottesville, Va.	679
WBIW	Bedford, Ind.	420	WCIL	Carbondale, Ill.	403
WBIZ	Eau Claire, Wis.	701	WCJU	Columbia, Miss.	492
WBKV	West Bend, Wis.	707	WCKB	Dunn, N. C.	558
WBLJ	Dalton, Ga.	392	WCKY	Cincinnati, O.	577
WBLK	Clarksburg, W. Va.	696	WC LD	Cleveland, Miss.	492
WBMD	Baltimore, Md.	456	WC LI	Corning, N. Y.	531
WBML	Macon, Ga.	394	WC LO	Janesville, Wis.	702
WBMS	Boston, Mass.	461	WC LT	Newark, O.	583
WBNL	Boonville, Ind.	420	WC MA	Corinth, Miss.	493
WBNS	Columbus, O.	579	WC MB	Lemoyne, Pa.	610
WBNY	Buffalo, N. Y.	529	WC MI	Ashland, Ky.	439
WBNX	New York, N. Y.	537	WC MN	Arecibo, P. R.	713
WBOB	Galax, Va.	681	WC MW	Canton, O.	576
WBOC	Salisbury, Md.	460	WC NB	Connersville, Ind.	420

Station	City—State	Page
WCNC	Elizabeth City, N. C.	559
WCNH	Quincy, Fla.	383
WCNR	Bloomsburg, Pa.	603
WCNT	Centralia, Ill.	405
WCNU	Crestview, Fla.	374
WCNX	Middletown, Conn.	367
WCOA	Pensacola, Fla.	383
WCOE	Meridian, Miss.	496
WCOG	Greensboro, N. C.	561
WCOH	Newman, Ga.	395
WCOJ	Coatesville, Pa.	605
WCOL	Columbus, O.	579
WCOM	Parkersburg, W. Va.	698
WCOP	Boston, Mass.	461
WCOR	Lebanon, Tenn.	642
WCOS	Columbia, S. C.	630
WCOU	Lewiston, Me.	453
WCOV	Montgomery, Ala.	320
WCPA	Clearfield, Pa.	605
WCPO	Cincinnati, O.	577
WCPS	Tarboro, N. C.	569
WCRA	Effingham, Ill.	412
WCRB	Waltham, Mass.	468
WCRI	Scottsboro, Ala.	321
WCRK	Morristown, Tenn.	644
WCRO	Johnstown, Pa.	609
WCRS	Greenwood, S. C.	632
WCRW	Chicago, Ill.	407
WCSC	Charleston, S. C.	629
WCSH	Portland, Me.	454
WCSI	Columbus, Ind.	420
WCSS	Amsterdam, N. Y.	527
WCTA	Andalusia, Ala.	313
WCTC	New Brunswick, N. J.	521
WCTT	Corbin, Ky.	440
WCUE	Akron, O.	575
WCUM	Cumberland, Md.	459
WCVA	Culpeper, Va.	680
WCVI	Connellsville, Pa.	605
WCVS	Springfield, Ill.	417
WCYB	Bristol, Va.	679
WDAD	Indiana, Pa.	609
WDAE	Tampa, Fla.	385
WDAF	Kansas City, Mo.	501
WDAK	Columbus, Ga.	391
WDAN	Danville, Ill.	411
WDAR	Savannah, Ga.	393
WDAS	Philadelphia, Pa.	613
WDAY	Fargo, N. D.	572
WDBE	Escanaba, Mich.	476
WDBJ	Roanoke, Va.	685
WDBL	Springfield, Tenn.	645
WDBO	Orlando, Fla.	381
WDEC	Americus, Ga.	386
WDEF	Chattanooga, Tenn.	637
WDEL	Wilmington, Del.	371
WDEV	Waterbury, Vt.	678
WDEM	Providence, R. I.	627
WDGY	Minneapolis	486
WDHL	Bradenton, Fla.	374
WDIA	Memphis, Tenn.	642
WDIG	Dothan, Ala.	316
WDKD	Kingstree, S. C.	632
WDLB	Marshfield, Wis.	704
WDLF	Panama City, Fla.	382
WDMG	Douglas, Ga.	392
WDMJ	Marquette, Mich.	480
WDNC	Durham, N. C.	558
WDNE	Elkins, W. Va.	696
WDOD	Chattanooga, Tenn.	638

Station	City—State	Page
WDOK	Cleveland, O.	577
WDOS	Oneonta, N. Y.	549
WDOV	Dover, Del.	370
WDRC	Hartford, Conn.	366
WDSC	Dillon, S. C.	630
WDSG	Dyersburg, Tenn.	638
WDSM	Superior, Wis.	707
WDSR	Lake City, Fla.	378
WDSU	New Orleans, La.	449
WDUN	Gainesville, Ga.	393
WDUZ	Green Bay, Wis.	702
WDVA	Danville, Va.	680
WDWD	Dawson, Ga.	392
WDWS	Champaign, Ill.	405
WDXB	Chattanooga, Tenn.	638
WDXI	Jackson, Tenn.	639
WDYK	Cumberland, Md.	459
WDZ	Decatur, Ill.	411
WEAB	Greer, S. C.	632
WEAM	Arlington, Va.	679
WEAN	Providence, R. I.	627
WEAR	Pensacola, Fla.	383
WEAS	Atlanta-Decatur, Ga.	389
WEAT	Lake Worth, Fla.	378
WEAU	Eau Claire, Wis.	701
WEAV	Plattsburg, N. Y.	549
WEBC	Duluth, Minn.	484
WEBJ	Brewton, Ala.	315
WEBK	Tampa, Fla.	385
WEBQ	Harrisburg, Ill.	413
WEBR	Puffalo, N. Y.	529
WEDC	Chicago, Ill.	407
WEDO	McKeesport, Pa.	611
WEDR	Birmingham, Ala.	314
WEEB	Southern Pines, N. C.	568
WEEI	Boston, Mass.	461
WEED	Rocky Mount, N. C.	567
WEEK	Peoria, Ill.	415
WEEU	Reading, Pa.	620
WEGO	Concord, N. C.	558
WEIM	Fitchburg, Mass.	464
WEIR	Weirton, W. Va.	698
WEKR	Fayetteville, Tenn.	639
WELC	Welch, W. Va.	699
WELI	New Haven, Conn.	368
WELL	Battle Creek, Mich.	473
WELM	Elmira, N. Y.	533
WELO	Tupelo, Miss.	497
WELR	Roanoke, Ala.	319
WELS	Kinston, N. C.	563
WEMP	Milwaukee, Wis.	704
WENA	Bayamon, P. R.	713
WENC	Whiteville, N. C.	570
WENE	Binghamton-Endicott, N. Y.	528
WENK	Union City, Tenn.	646
WENR	Chicago, Ill.	407
WENT	Gloversville, N. Y.	535
WENY	Elmira, N. Y.	533
WEOA	Evansville, Ind.	421
WEOK	Poughkeepsie, N. Y.	549
WEOL	Elyria-Lorain, O.	581
WEPM	Martinsburg, W. Va.	697
WERC	Erie, Pa.	606
WERD	Atlanta, Ga.	389
WERE	Cleveland, O.	578
WERH	Hamilton, Ala.	318
WERI	Westerly, R. I.	628
WESA	Charleroi, Pa.	604
WESB	Bradford, Pa.	603
WESC	Greenville, S. C.	631

Station	City—State	Page	Station	City—State	Page
WEST	Easton, Pa.	605	WGBA	Columbus, Ga.	391
WESX	Salem, Mass.	467	WGBB	Freeport, N. Y.	533
WETB	Johnson City, Tenn.	641	WGBF	Evansville, Ind.	421
WEVD	New York, N. Y.	539	WGBG	Greensboro, N. C.	561
WEVE	Eveleth, Minn.	485	WGBI	Scranton, Pa.	621
WEW	St. Louis, Mo.	505	WGBR	Goldsboro, N. C.	560
WEWO	Laurinburg, N. C.	563	WGBS	Miami, Fla.	380
WEXL	Royal Oak, Mich.	482	WGCB	Red Lion, Pa.	620
WFAA	Dallas, Tex.	654	WGCD	Chester, S. C.	630
WFAS	White Plains, N. Y.	555	WGSM	Culport, Miss.	493
WFAU	Augusta, Me.	452	WGEM	Quincy, Ill.	416
WFAV	Falls Church, Va.	681	WGES	Chicago, Ill.	407
WFBC	Greenville, S. C.	631	WGET	Gettysburg, Pa.	606
WFBG	Altoona, Pa.	601	WGEZ	Beloit, Wis.	701
WFBL	Syracuse, N. Y.	553	WGFQ	Kalamazoo, Mich.	479
WFBM	Indianapolis, Ind.	422	WGGA	Gainesville, Ga.	393
WFBR	Baltimore, Md.	457	WGGG	Gainesville, Fla.	376
WFCC	Dunkirk, N. Y.	531	WGGH	Marion, Ill.	414
WFCI	Providence, R. I.	627	WCHI	Newport News, Va.	682
WFDI	Flint, Mich.	476	WGHN	Grand Haven, Mich.	477
WFEA	Manchester, N. H.	518	WGIG	Brunswick, Ga.	390
WFEB	Sylacauga, Ala.	321	WGII	Galesburg, Ill.	412
WFEC	Miami, Fla.	380	WGIV	Charlotte, N. C.	558
WFGM	Fitchburg, Mass.	465	WGKV	Charleston, W. Va.	695
WFGN	Gaffney, S. C.	631	WGL	Ft. Wayne, Ind.	421
WFHG	Bristol, Va.	679	WGLS	Decatur, Ga.	392
WFHR	Wisconsin Rapids, Wis.	707	WGMS	Washington, D. C.	371
WFIG	Sumter, S. C.	634	WGN	Chicago, Ill.	407
WFIL	Philadelphia, Pa.	615	WGNB	Gastonia, N. C.	560
WFIN	Findlay, O.	581	WGNI	Wilmington, N. C.	570
WFKY	Frankfort, Ky.	440	WGNR	New Rochelle, N. Y.	537
WFLA	Tampa, Fla.	385	WGNS	Murfreesboro, Tenn.	644
WFLB	Fayetteville, N. C.	559	WGNV	Newburgh, N. Y.	536
WFLO	Farmville, Va.	681	WGOV	Valdosta, Ga.	398
WFMD	Frederick, Md.	459	WGPA	Bethlehem, Pa.	602
WFMH	Cullman, Ala.	315	WGPC	Albany, Ga.	386
WFMJ	Youngstown, O.	585	WGRA	Cairo, Ga.	390
WFMW	Madisonville, Ky.	443	WGRC	Louisville, Ky.	442
WFNC	Fayetteville, N. C.	559	WGRD	Grand Rapids, Mich.	478
WFNS	Burlington, N. C.	557	WGRM	Greenwood, Miss.	493
WFOM	Marietta, Ga.	394	WGRS	Bay City, Mich.	473
WFOR	Hattiesburg, Miss.	494	WGR	Buffalo, N. Y.	529
WFOY	St. Augustine, Fla.	383	WGRV	Greeneville, Tenn.	639
WFOX	Milwaukee, Wis.	704	WGRY	Gary, Ind.	422
WFPA	Fl. Payne, Ala.	317	WGST	Atlanta, Ga.	387
WFPG	Atlantic City, N. J.	519	WGSV	Guntersville, Ala.	318
WFRC	Reidsville, N. C.	567	WGTA	Summerville, Ga.	397
WFRL	Freeport, Ill.	412	WGTC	Greenville, N. C.	562
WFRO	Freemont, O.	581	WGTL	Kannapolis, N. C.	563
WFRP	Savannah, Ga.	396	WGTM	Wilson, N. C.	570
WFTC	Kinston, N. C.	563	WGTN	Georgetown, S. C.	631
WFTR	Front Royal, Va.	681	WGUY	Bangor, Me.	452
WFTL	Ft. Lauderdale, Fla.	376	WGVA	Geneva, N. Y.	533
WFTM	Maysville, Ky.	443	WGVM	Greenville, Miss.	493
WFUN	Huntsville, Ala.	318	WGW	Selma, Ala.	321
WFUR	Grand Rapids, Mich.	477	WGW	Gadsden, Ala.	317
WFVA	Fredericksburg, Va.	681	WGWR	Asheboro, N. C.	556
WFGV	Fuquay Springs, N. C.	560	WGYU	Greenville, Ala.	317
WFYC	Alma, Mich.	471	WGY	Schenectady, N. Y.	552
WGAA	Cedartown, Ga.	391	WHAI	Greenfield, Mass.	465
WGAC	Augusta, Ga.	390	WHAK	Rogers City, Mich.	482
WGAD	Gadsden, Ala.	317	WHAL	Shelbyville, Tenn.	645
WGAI	Elizabeth City, N. C.	559	WHAM	Rochester, N. Y.	551
WGAL	Lancaster, Pa.	609	WHAN	Charleston, S. C.	629
WGAN	Portland, Me.	454	WHAP	Hopewell, Va.	681
WGAP	Maryville, Tenn.	642	WHAR	Clarksburg, W. Va.	695
WGAR	Cleveland, O.	578	WHAS	Louisville, Ky.	442
WGAT	Utica, N. Y.	554	WHAT	Philadelphia, Pa.	613
WGAU	Athens, Ga.	386	WHAU	Haverhill, Mass.	465
WGAY	Silver Spring, Md.	460	WHAU	Weston, W. Va.	699

Station	City—State	Page
WHAY	New Britain, Conn.	368
WHAZ	Troy, N. Y.	553
WHB	Kansas City, Mo.	501
WHBB	Selma, Ala.	321
WHBC	Canton, O.	576
WHBF	Rock Island, Ill.	416
WHBI	Newark, N. J.	521
WHBL	Sheboygan, Wis.	706
WHBO	Tampa, Fla.	385
WHBQ	Memphis, Tenn.	642
WHBS	Huntsville, Ala.	318
WHBT	Harriman, Tenn.	639
WHBU	Anderson, Ind.	418
WHBY	Appleton, Wis.	700
WHCC	Waynesville, N. C.	570
WHCU	Ithaca, N. Y.	534
WHDF	Houghton, Mich.	478
WHDH	Boston, Mass.	461
WHDL	Olean, N. Y.	547
WHEB	Portsmouth, N. H.	518
WHEC	Rochester, N. Y.	551
WHED	Washington, N. C.	569
WHFB	Benton Harbor, Mich.	473
WHFC	Cicero, Ill.	411
WHGB	Harrisburg, Pa.	606
WHHH	Warren, O.	584
WHHM	Memphis, Tenn.	643
WHIM	Providence, R. I.	627
WHIN	Gallatin, Tenn.	639
WHIO	Dayton, O.	580
WHIP	Mooresville, N. C.	565
WHIR	Danville, Ky.	440
WHIS	Bluefield, W. Va.	695
WHIT	New Bern, N. C.	565
WHIZ	Zanesville, O.	585
WHJB	Greensburg, Pa.	606
WHK	Cleveland, O.	578
WHKC	Columbus, O.	579
WHKK	Akron, O.	575
WHKY	Hickory, N. C.	562
WHKP	Hendersonville, N. C.	562
WHLB	Virginia, Minn.	490
WHLD	Niagara Falls, N. Y.	547
WHLF	S. Boston, Va.	686
WHLL	Wheeling, W. Va.	699
WHLI	Hempstead, N. Y.	533
WHLN	Harlan, Ky.	441
WHLS	Port Huron, Mich.	481
WHMA	Anniston, Ala.	313
WHMP	Northampton, Mass.	467
WHNC	Henderson, N. C.	562
WHOB	Gardner, Mass.	465
WHOC	Philadelphia, Miss.	496
WHOD	Homestead, Pa.	607
WHOK	Lancaster, O.	582
WHOL	Allentown, Pa.	601
WHO	Des Moines, Ia.	430
WHOM	New York, N. Y.	539
WHOO	Orlando, Fla.	381
WHOP	Hopkinsville, Ky.	441
WHOS	Decatur, Ala.	315
WHOT	South Bend, Ind.	425
HOW	Clinton, Ill.	411
WHPE	High Point, N. C.	562
WHP	Harrisburg, Pa.	607
WHRV	Ann Arbor, Mich.	471
WHSC	Harrisville, S. C.	632
WHSY	Hattiesburg, Miss.	494
WHTB	Talladega, Ala.	321
WHTC	Holland, Mich.	478

Station	City—State	Page
WHTN	Huntington, W. Va.	696
WHUB	Cookeville, Tenn.	638
WHUC	Hudson, N. Y.	534
WHUM	Reading, Pa.	620
WHUN	Huntingdon, Pa.	607
WHVR	Hanover, Pa.	606
WHWB	Rutland, Vt.	678
WHWL	Nanticoke, Pa.	611
WHYN	Holyoke, Mass.	465
WHYU	Newport News, Va.	683
WIAC	San Juan, P. R.	717
WIAM	Williamston, N. C.	570
WIBA	Madison, Wis.	703
WIBB	Macon, Ga.	394
WIBC	Indianapolis, Ind.	422
WIBG	Philadelphia, Pa.	615
WIBK	Knoxville, Tenn.	641
WIBM	Jackson, Mich.	479
WIBR	Baton Rouge, La.	446
WIBS	Santurce, P. R.	719
WIBU	Poynette, Wis.	705
WIBV	Belleville, Ill.	403
WIBW	Topeka, Kans.	438
WIBX	Utica, N. Y.	554
WICA	Ashtabula, O.	575
WICC	Bridgeport, Conn.	366
WICH	Norwich, Conn.	369
WICY	Malone, N. Y.	536
WIDE	Biddeford, Me.	453
WIEL	Elizabethtown, Ky.	440
WIGM	Medford, Wis.	704
WIHL	Hammond, La.	447
WIKB	Iron River, Mich.	479
WIKC	Bozajusa, La.	447
WIKK	Erie, Pa.	606
WIKY	Evansville, Ind.	421
WILE	Cambridge, O.	576
WIL	St. Louis, Mo.	505
WILK	Wilkes-Barre, Pa.	624
WILM	Wilmington, Del.	371
WILS	Lansing, Mich.	480
WIMA	Lima, O.	582
WIMS	Michigan City, Ind.	424
WINA	Charlottesville, Va.	680
WINC	Winchester, Va.	686
WIND	Chicago, Ill.	409
WING	Dayton, O.	580
WINK	Ft. Meyers, Fla.	376
WINN	Louisville, Ky.	442
WINR	Binghamton, N. Y.	528
WINS	New York, N. Y.	539
WINX	Washington, D. C.	371
WINZ	Miami Beach, Fla.	380
WIOD	Miami, Fla.	379
WIOU	Kokomo, Ind.	423
WIP	Philadelphia, Pa.	617
WIPR	San Juan, P. R.	717
WIRA	Ft. Pierce, Fla.	376
WIRB	Enterprise, Ala.	316
WIRC	Hickory, N. C.	562
WIRE	Indianapolis, Ind.	423
WIRJ	Humboldt, Tenn.	639
WIRK	West Palm Beach, Fla.	385
WIRL	Peoria, Ill.	416
WIRY	Plattsburgh, N. Y.	549
WISC	Madison, Wis.	703
WISE	Asheville, N. C.	556
WISH	Indianapolis, Ind.	423
WISL	Shamokin, Pa.	621
WISN	Milwaukee, Wis.	704

Station	City—State	Page	Station	City—State	Page
WIS	Columbia, S. C.	630	WJRI	Lenoir, N. C.	564
WISR	Butler, Pa.	604	WJSW	Altoona, Pa.	601
WITA	San Juan, P. R.	717	WJTN	Jamestown, N. Y.	535
WITH	Baltimore, Md.	459	WJVA	South Bend, Ind.	425
WITZ	Jasper, Ind.	423	WJVB	Jacksonville Beach, Fla.	378
WIVY	Jacksonville, Fla.	377	WJW	Cleveland, O.	578
WIZE	Springfield, O.	583	WJXN	Jackson, Miss.	494
WJAC	Johnstown, Pa.	609	WJZ	New York, N. Y.	539
WJAG	Norfolk, Neb.	513	WJZM	Clarksville, Tenn.	638
WJAR	Providence, R. I.	628	WKAB	Mobile, Ala.	319
WJAS	Pittsburgh, Pa.	619	WKAI	Macomb, Ill.	414
WJAT	Swainsboro, Ga.	397	WKAL	Rome, N. Y.	552
WJAX	Jacksonville, Fla.	377	WKAM	Warsaw, Ind.	426
WJAY	Mullins, S. C.	633	WKAN	Kankakee, Ill.	413
WJBB	Haleyville, Ala.	318	WKAP	Allentown, Pa.	601
WJBC	Bloomington, Ill.	403	WKAQ	San Juan, P. R.	719
WJBF	Augusta, Ga.	390	WKAT	Miami Beach, Fla.	381
WJBK	Detroit, Mich.	475	WKAX	Birmingham, Ala.	314
WJBO	Baton Rouge, La.	446	WKAY	Glasgow, Ky.	440
WJBS	Deland, Fla.	376	WKBB	Dubuque, Ia.	430
WJBW	New Orleans, La.	450	WKBC	No. Wilkesboro, N. C.	566
WJBY	Gadsden, Ala.	317	WKBH	La Crosse, Wis.	702
WJCD	Seymour, Ind.	425	WKBI	St. Mary's, Pa.	623
WJCM	Sebring, Fla.	384	WKBN	Youngstown, O.	585
WJDA	Quincy, Mass.	467	WKBO	Harrisburg, Pa.	607
WJDX	Jackson, Miss.	494	WKBR	Manchester, N. H.	518
WJEF	Grand Rapids, Mich.	478	WKBS	Oyster Bay, N. Y.	549
WJEJ	Hagerstown, Md.	460	WKBV	Richmond, Ind.	424
WJEL	Springfield, O.	583	WKBW	Buffalo, N. Y.	531
WJER	Dover, O.	580	WKBZ	Muskegon, Mich.	481
WJHL	Johnson City, Tenn.	640	WKCT	Bowling Green, Ky.	439
WJHO	Opelika, Ala.	320	WKDA	Nashville, Tenn.	644
WJHP	Jacksonville, Fla.	377	WKDK	Newberry, S. C.	633
WJIG	Tullahoma, Tenn.	645	WKDN	Camden, N. J.	520
WJIM	Lansing, Mich.	480	WKEU	Griffin, Ga.	393
WJIV	Savannah, Ga.	396	WKEY	Covington, Va.	680
WJJD	Chicago, Ill.	409	WKGN	Knoxville, Tenn.	641
WJJI	Montgomery, Ala.	320	WKIC	Hazard, Ky.	441
WJLL	Niagara Falls, N. Y.	547	WKID	Urbana, Ill.	418
WJJM	Lewisburg, Tenn.	642	WKIP	Poughkeepsie, N. Y.	551
WJLB	Detroit, Mich.	475	WKJB	Mayaguez, P. R.	715
WJLD	Bessemer, Ala.	314	WKJG	Fl. Wayne, Ind.	421
WJLK	Asbury Park, N. J.	519	WKLA	Luddington, Mich.	480
WJLS	Beckley, W. Va.	694	WKLF	Clanton, Ala.	315
WJMA	Orange, Va.	683	WKLO	Louisville, Ky.	442
WJMB	Brookhaven, Miss.	492	WKLV	Blackstone, Va.	679
WJMC	Rice Lake, Wis.	706	WKLY	Lexington, Ky.	441
WJMJ	Philadelphia, Pa.	615	WKLY	Hartwell, Ga.	393
WJMO	Cleveland, O.	578	WKMA	Quitman, Ga.	395
WJMR	New Orleans, La.	450	WKMH	Dearborn, Mich.	475
WJMS	Ironwood, Mich.	479	WKNA	Charleston, W. Va.	695
WJMW	Athens, Ala.	313	WKNB	New Britain, Conn.	368
WJMX	Florence, S. C.	631	WKNE	Keene, N. H.	517
WJNC	Jacksonville, N. C.	563	WKNK	Muskegon, Mich.	481
WJNO	West Palm Beach, Fla.	385	WKNX	Saginaw, Mich.	482
WJOB	Hammond, Ind.	422	WKNY	Kingston, N. Y.	535
WJOC	Jamestown, N. Y.	535	WKOK	Sunbury, Pa.	623
WJOL	Florence, Ala.	317	WKOP	Binghamton, N. Y.	528
WJOL	Joliet, Ill.	413	WKOW	Madison, Wis.	703
WJON	St. Cloud, Minn.	489	WKOX	Framingham, Mass.	465
WJOY	Burlington, Vt.	677	WKOY	Bluefield, W. Va.	695
WJPA	Washington, Pa.	623	WKOZ	Kosciusko, Miss.	495
WJPD	Ishpeming, Mich.	479	WKPA	New Kensington, Pa.	611
WJPF	Herrin, Ill.	413	WKPT	Kingsport, Tenn.	641
WJPG	Green Bay, Wis.	702	WKRC	Cincinnati, O.	577
WJPR	Greenville, Miss.	493	WKRG	Mobile, Ala.	319
WJPS	Evansville, Ind.	421	WKRM	Columbia, Tenn.	638
WPQS	Jackson, Miss.	494	WKRO	Cairo, Ill.	403
WJR	Detroit, Mich.	475	WKRS	Waukegan, Ill.	418
WPRD	Tuscaloosa, Ala.	322	WKRT	Cortland, N. Y.	531

Station	City—State	Page
WKRZ	Oil City, Pa.	613
WKSR	Pulaski, Tenn.	645
WKST	New Castle, Pa.	611
WKTG	Thomasville, Ga.	397
WKTM	Mayfield, Ky.	443
WKTY	La Crosse, Wis.	702
WKUL	Cullman, Ala.	315
WKVA	Lewistown, Pa.	610
WKVM	Arecibo, P. R.	713
WKWF	Key West, Fla.	378
WKWK	Wheeling, W. Va.	700
WKXL	Concord, N. H.	517
WKXY	Sarasota, Fla.	384
WKY	Oklahoma City, Okla.	590
WKYB	Paducah, Ky.	444
WKYW	Louisville, Ky.	442
WKZO	Kalamazoo, Mich.	479
WLAC	Nashville, Tenn.	644
WLAD	Danbury, Conn.	366
WLAG	La Grange, Ga.	393
WLAK	Lakeland, Fla.	378
WLAM	Lewiston, Me.	453
WLAN	Lancaster, Pa.	609
WLAP	Lexington, Ky.	441
WLAQ	Rome, Ga.	395
WLAR	Athens, Tenn.	637
WLAT	Conway, S. C.	630
WLAU	Laurel, Miss.	495
WLAV	Grand Rapids, Mich.	478
WLAW	Lawrence, Mass.	466
WLAY	Muscle Shoals, Ala.	320
WLBB	Carrollton, Ga.	390
WLBC	Muncie, Ind.	424
WLBE	Leesburg-Eustis, Fla.	378
WLBG	Laurens, S. C.	633
WLBH	Mattoon, Ill.	414
WLBJ	Bowling Green, Ky.	439
WLBK	De Kalb, Ill.	412
WLBR	Lebanon, Pa.	610
WLBZ	Bangor, Me.	453
WLCS	Torrington, Conn.	369
WLCS	Baton Rouge, La.	447
WLCC	La Crosse, Wis.	702
WLDS	Jacksonville, Ill.	413
WLDY	Ladysmith, Wis.	703
WLEA	Hornell, N. Y.	534
WLEC	Sandusky, O.	583
WLEE	Richmond, Va.	684
WLET	Toccoa, Ga.	397
WLEU	Erie, Pa.	606
WLEW	Bad Axe, Mich.	471
WLEX	Lexington, Ky.	441
WLIB	New York, N. Y.	539
WLIL	Lenoir City, Tenn.	642
WLIN	Merrill, Wis.	704
WLIO	E. Liverpool, O.	581
WLIP	Kenosha, Wis.	702
WLIZ	Bridgeport, Conn.	366
WLH	Lowell-Lawrence, Mass.	466
WLNA	Peekskill, N. Y.	549
WLNH	Laconia, N. H.	517
WLOA	Braddock, Pa.	603
WLOE	Leaksville, N. C.	563
WLOF	Orlando, Fla.	382
WLOG	Logan, W. Va.	697
WLOH	Princeton, W. Va.	698
WLOI	La Porte, Ind.	423
WLOK	Lima, O.	582
WLOL	Minneapolis, Minn.	487
WLOS	Asheville, N. C.	556

Station	City—State	Page
WLOU	Louisville, Ky.	443
WLOW	Norfolk, Va.	683
WLOX	Biloxi, Miss.	491
WLPM	Suffolk, Va.	686
WLPO	La Salle, Ill.	414
WLRP	New Albany, Ind.	424
WLSI	Pikeville, Ky.	444
WLS	Chicago, Ill.	409
WLTC	Gastonia, N. C.	560
WLTR	Hazleton, Pa.	607
WLVA	Lynchburg, Va.	682
WLW	Cincinnati, O.	577
WLXW	Carlisle, Pa.	604
WLYN	Lynn, Mass.	466
WMAJ	State College, Pa.	621
WMAK	Nashville, Tenn.	644
WMAL	Washington, D. C.	371
WMAM	Marinette, Wis.	703
WMAN	Mansfield, O.	582
WMAS	Monroe, N. C.	565
WMAP	Chicago, Ill.	411
WMAQ	Springfield, Mass.	467
WMAW	Milwaukee, Wis.	705
WMAY	Springfield, Ill.	417
WMAZ	Macon, Ga.	394
WMBC	Macon, Miss.	495
WMBD	Peoria, Ill.	416
WMBG	Richmond, Va.	684
WMBH	Joplin, Mo.	499
WMBL	Morehead City, N. C.	565
WMBM	Miami Beach, Fla.	381
WMBN	Petoskey, Mich.	481
WMBO	Auburn, N. Y.	528
WMBR	Jacksonville, Fla.	377
WMBS	Uniontown, Pa.	623
WMC	Memphis, Tenn.	643
WMCA	New York, N. Y.	541
WMCK	McKeesport, Pa.	611
WMDD	Fajardo, P. R.	713
WMDN	Midland, Mich.	480
WMEV	Marion, Va.	682
WMEX	Boston, Mass.	463
WMFD	Wilmington, N. C.	570
WMFG	Hibbing, Minn.	486
WMFJ	Daytona Beach, Fla.	375
WMFR	High Point, N. C.	563
WMFT	Florence, Ala.	317
WMGA	Moultrie, Ga.	395
WMGM	New York, N. Y.	541
WMGR	Bainbridge, Ga.	390
WMGW	Meadville, Pa.	611
WMGY	Montgomery, Ala.	320
WMID	Atlantic City, N. J.	519
WMIE	Miami, Fla.	380
WMIK	Middleboro, Ky.	443
WMIL	Milwaukee, Wis.	705
WMIN	St. Paul, Minn.	489
WMJQ	Iron Mountain, Mich.	479
WMIS	Natchez, Miss.	496
WMIX	Mt. Vernon, Ill.	415
WMJM	Cordele, Ga.	391
WMLS	Sylacauga, Ala.	321
WMLT	Dublin, Ga.	392
WMMB	Melbourne, Fla.	379
WMMN	Fairmont, W. Va.	696
WMMT	McMinnville, Tenn.	642
WMMW	Meriden, Conn.	367
WMNB	North Adams, Mass.	466
WMNC	Morganton, N. C.	565
WMOA	Marietta, O.	582

Station	City—State	Page	Station	City—State	Page
WMOC	Covington, Ga.	392	WOBS	Jacksonville, Fla.	377
WMOD	Moundsville, W. Va.	697	WOBT	Rhineland, Wis.	706
WMOG	Brunswick, Ga.	390	WOC	Davenport, Ia.	429
WMOH	Hamilton, O.	581	WOCB	West Yarmouth, Mass.	468
WMOK	Metropolis, Ill.	414	WOHI	E. Liverpool, O.	581
WMON	Montgomery, W. Va.	697	WOHS	Shelby, N. C.	568
WMOU	Berlin, N. H.	517	WOKO	Albany, N. Y.	527
WMOX	Meridian, Miss.	496	WOKY	Milwaukee, Wis.	704
WMPS	Memphis, Tenn.	643	WOKZ	Alton, Ill.	403
WMRA	Myrtle Beach, S. C.	633	WOL	Washington, D. C.	372
WMRC	Greenville, S. C.	632	WOLF	Syracuse, N. Y.	553
WMRF	Lewistown, Pa.	610	WOLS	Florence, S. C.	631
WMRN	Marion, O.	582	WOMI	Owensboro, Ky.	444
WMRO	Aurora, Ill.	403	WOMT	Manitowoc, Wis.	703
WMRP	Flint, Mich.	476	WOND	Pleasantville, N. J.	522
WMRY	New Orleans, La.	450	WONE	Dayton, O.	580
WMSA	Massena, N. Y.	536	WONN	Lakeland, Fla.	378
WMSC	Columbia, S. C.	630	WONS	Hartford, Conn.	367
WMSL	Decatur, Ala.	316	WONW	Defiance, O.	580
WMT	Cedar Rapids, Ia.	428	WOOK	Grand Rapids, Mich.	478
WMTA	Vanleve, Ky.	445	WOOD	Dothan, Ala.	316
WMTR	Morristown, N. J.	520	WOOF	Silver Spring, Md.	460
WMTW	Portland, Me.	454	WOPA	Oak Park, Ill.	415
WMUR	Manchester, N. H.	518	WOPJ	Bristol, Tenn.	637
WMUS	Muskegon, Mich.	481	WOR	New York, N. Y.	543
WMUU	Greenville, S. C.	632	WORA	Mayaguez, P. R.	715
WMVA	Martinsville, Pa.	682	WORC	Worcester, Mass.	469
WMVG	Milledgeville, Ga.	394	WORD	Spartanburg, S. C.	634
WNAB	Bridgeport, Conn.	366	WORK	York, Pa.	625
WNAC	Boston, Mass.	463	WORL	Boston, Mass.	464
WNAE	Warren, Pa.	623	WORZ	Orlando, Fla.	382
WNAG	Grenada, Miss.	493	WOSC	Fulton, N. Y.	533
WNAH	Nashville, Tenn.	644	WOSH	Oshkosh, Wis.	705
WNAM	Neenah-Menasha, Wis.	705	WOTW	Nashua, N. H.	518
WNAO	Raleigh, N. C.	566	WOV	New York, N. Y.	547
WNAR	Norristown, Pa.	613	WOW	Omaha, Neb.	515
WNAT	Natchez, Miss.	496	WOWO	Ft. Wayne, Ind.	422
WNAV	Annapolis, Md.	456	WOXF	Oxford, N. C.	566
WNAW	North Adams, Mass.	467	WPAB	Ponce, P. R.	715
WNAX	Yankton, S. D.	637	WPAD	Paducah, Ky.	444
WNBC	New York, N. Y.	541	WPAG	Ann Arbor, Mich.	471
WBNF	Binghamton, N. Y.	528	WPAL	Charleston, S. C.	629
WNBH	New Bedford, Mass.	466	WPAM	Pottsville, Pa.	619
WNBS	Murray, Ky.	443	WPAQ	Mt. Airy, N. C.	565
WNBZ	Saranac Lake, N. Y.	552	WPAR	Parkersburg, W. Va.	698
WNCC	Earnsboro, Pa.	602	WPAT	Paterson, N. J.	521
WNDB	Daytona Beach, Fla.	375	WPAW	Pawtucket, R. I.	627
WNDR	Syracuse, N. Y.	553	WPAX	Thomasville, Ga.	397
WNEB	Worcester, Mass.	469	WPAY	Portsmouth, O.	583
WNEL	San Juan, P. R.	719	WPBB	Jackson, Ala.	319
WNER	Live Oak, Fla.	379	WPBC	Minneapolis, Minn.	487
WNEW	New York, N. Y.	543	WPCF	Panama City, Fla.	382
WNEK	Macon, Ga.	394	WPDQ	Jacksonville, Fla.	377
WNGO	Mayfield, Ky.	443	WPDY	Clarksburg, W. Va.	696
WNHC	New Haven, Conn.	368	WPEN	Philadelphia, Pa.	617
WNJR	Newark, N. J.	521	WPEO	Peoria, Ill.	416
WNLC	New London, Conn.	369	WPEP	Taunton, Mass.	468
WNLK	Norwalk, Conn.	369	WPFB	Middletown, O.	582
WNMP	Evanston, Ill.	412	WPGH	Pittsburgh, Pa.	619
WNNC	Newton, N. C.	566	WPGW	Portland, Ind.	424
WNNT	Warsaw, Va.	686	WPIC	Sharon, Pa.	621
WNOE	New Orleans, La.	450	WPIK	Alexandria, Va.	679
WNOK	Columbia, S. C.	630	WPIN	St. Petersburg-Clearwater, Fla.	383
WNOP	Newport, Ky.	443	WPIT	Pittsburgh, Pa.	619
WNOR	Norfolk, Va.	683	WPKE	Pikeville, Ky.	445
WNOW	York, Pa.	625	WPKY	Princeton, Ky.	445
WNOX	Knoxville, Tenn.	641	WPLA	Plant City, Fla.	383
WNOA	Norton, Va.	683	WPLH	Huntington, W. Va.	697
WOAI	San Antonio, Tex.	670	WPLI	Jackson, Tenn.	640
WOAP	Owosso, Mich.	481	WPNF	Brevard, N. C.	557
WOAY	Oak Hill, W. Va.	698			

Station	City—State	Page
WPOR	Portland, Me.	454
WPPA	Pottsville, Pa.	619
WPRA	Mayaguez, P. R.	715
WPRC	Lincoln, Ill.	414
WPRO	Providence, R. I.	627
WPRP	Ponce, P. R.	715
WPTF	Raleigh, N. C.	566
WPTR	Albany, N. Y.	527
WPTW	Piqua, O.	583
WPUV	Pulaski, Va.	684
WPWA	Chester, Pa.	604
WQAM	Miami, Fla.	380
WQAN	Scranton, Pa.	621
WQBC	Vicksburg, Miss.	497
WQUA	Moline, Ill.	414
WQXR	New York, N. Y.	547
WQXI	Atlanta, Ga.	389
WRAC	Racine, Wis.	705
WRAD	Radford, Va.	684
WRAK	Williamsport, Pa.	624
WRAL	Raleigh, N. C.	566
WRAW	Reading, Pa.	620
WRAY	Portland, Ind.	424
WRBC	Jackson, Miss.	494
WRBL	Columbus, Ga.	391
WRC	Washington, D. C.	372
WBCO	Richland Center, Wis.	706
WRCS	Ahoskie, N. C.	556
WRDO	Augusta, Me.	452
WRDW	Augusta, Ga.	390
WREB	Holyoke, Mass.	465
WREC	Memphis, Tenn.	643
WREL	Lexington, Va.	682
WREN	Topeka, Kans.	438
WREV	Reidsville, N. C.	567
WREX	Duluth, Minn.	485
WRFC	Athens, Ga.	386
WRFD	Worthington, O.	585
WRFS	Alexander City, Ala.	313
WRFW	Eau Claire, Wis.	701
WRGA	Rome, Ga.	395
WRHC	Jacksonville, Fla.	378
WRHI	Rock Hill, S. C.	633
WRIA	Caguas, P. R.	713
WRIB	Providence, R. I.	628
WRIO	Rio Pedras, P. R.	715
WRJM	Newport, R. I.	627
WRJN	Racine, Wis.	706
WRJW	Pacayune, Miss.	496
WRLD	West Point, Ga.	398
WRMN	Elgin, Ill.	412
WRNL	Richmond, Va.	685
WRNO	Orangeburg, S. C.	633
WRNY	Rochester, N. Y.	551
WROD	Daytona Beach, Fla.	375
WROB	West Point, Miss.	497
WROK	Rockford, Ill.	417
WROL	Knoxville, Tenn.	641
WROM	Rome, Ga.	395
WRON	Ronceverte, W. Va.	698
WROV	Roanoke, Va.	685
WROW	Albany, N. Y.	527
WROX	Clarksdale, Miss.	492
WROY	Carmi, Ill.	405
WRR	Dallas, Tex.	654
WRRF	Washington, N. C.	569
WRRZ	Clinton, N. C.	558
WRTA	Altoona, Pa.	602
WRUF	Gainesville, Fla.	376
WRUN	Utica, N. Y.	554
WRVA	Richmond, Va.	685

Station	City—State	Page
WRXO	Roxboro, N. C.	567
WRYO	Rochester, Pa.	620
WSAI	Cincinnati, O.	577
WSAL	Logansport, Ind.	424
WSAM	Saginaw, Mich.	482
WSAN	Allentown, Pa.	601
WSAP	Portsmouth, Va.	684
WSAR	Fall River, Mass.	464
WSAT	Salisbury, N. C.	568
WSAU	Wausau, Wis.	707
WSAV	Savannah, Ga.	396
WSAY	Rochester, N. Y.	551
WSAZ	Huntington, W. Va.	697
WSB	Atlanta, Ga.	389
WSBA	York, Pa.	625
WSBC	Chicago, Ill.	411
WSBT	South Bend, Ind.	425
WSCR	Scranton, Pa.	621
WSDR	Sterling, Ill.	418
WSFA	Montgomery, Ala.	320
WSFC	Somerset, Ky.	445
WSFL	Springfield, Mass.	467
WSFT	Thomasston, Ga.	397
WSGC	Elberton, Ga.	393
WSGN	Birmingham, Ala.	315
WSGW	Saginaw, Mich.	482
WSHB	Stillwater, Minn.	490
WSIC	Statesville, N. C.	569
WSID	Baltimore, Md.	457
WSIP	Paintsville, Ky.	444
WSIR	Winter Haven, Fla.	386
WSIV	Pekin, Ill.	415
WSIX	Nashville, Tenn.	644
WSJS	Winston-Salem, N. C.	571
WSKB	McComb, Miss.	495
WSKI	Montpelier-Barre, Vt.	677
WSKY	Asheville, N. Y.	556
WSLB	Ogdensburg, N. Y.	547
WSLI	Jackson, Miss.	495
WSLS	Roanoke, Va.	685
WSM	Nashville, Tenn.	645
WSMB	New Orleans, La.	450
WSMI	Litchfield, Ill.	414
WSNJ	Bridgeton, N. J.	519
WSNW	Seneca, S. C.	634
WSNY	Schenectady, N. Y.	552
WSOC	Charlotte, N. C.	558
WSON	Henderson, Ky.	441
WSOO	Sault Ste. Marie, Mich.	483
WSOY	Decatur, Ill.	411
WSPA	Spartansburg, S. C.	634
WSPB	Sarasota, Fla.	384
WSPC	Anniston, Ala.	313
WSPD	Toledo, O.	584
WSPR	Springfield, Mass.	468
WSRS	Cleveland, O.	579
WSSB	Durham, N. C.	559
WSSO	Starkville, Miss.	496
WSSV	Petersburg, Va.	684
WSTC	Stamford, Conn.	369
WSTP	Salisbury, N. C.	568
WSTS	Southern Pines, N. C.	568
WSTV	Steubenville, O.	584
WSUN	St. Petersburg, Fla.	383
WSVA	Harrisonburg, Va.	681
WSVS	Crewe, Va.	680
WSWN	Belle Glade, Fla.	374
WSYB	Rutland, Vt.	678
WSYR	Syracuse, N. Y.	553
WTAC	Flint, Mich.	477
WTAD	Quincy, Ill.	416

Station	City—State	Page	Station	City—State	Page
WTAG	Worcester, Mass.	469	WUSJ	Lockport, N. Y.	536
WTAM	Cleveland, O.	579	WUSN	Charleston, S. C.	629
WTAL	Tallahassee, Fla.	384	WVAM	Altoona, Pa.	602
WTAN	Clearwater, Fla.	374	WVCG	Coral Gables, Fla.	374
WTAO	Cambridge, Mass.	464	WVCH	Chester, Pa.	605
WTAQ	La Grange, Ill.	413	WVEC	Hampton, Va.	681
WTAR	Norfolk, Va.	683	WVET	Rochester, N. Y.	551
WTAW	College Station, Tex.	652	WVIM	Vicksburg, Miss.	497
WTAX	Springfield, Ill.	418	WVJP	Caguas, P. R.	713
WTBC	Tuscaloosa, Ala.	322	WVJS	Owensboro, Ky.	444
WTBF	Troy, Ala.	321	WVLK	Versailles, Ky.	445
WTBO	Cumberland, Md.	459	WVLN	Olney, Ill.	415
WTCH	Shawano, Wis.	706	WVMC	Mt. Carmel, Ill.	415
WTCJ	Tell City, Ind.	425	WVMI	Epoxi, Miss.	491
WTCM	Traverse City, Mich.	483	WVNJ	Newark, N. J.	520
WTCN	Minneapolis-St. Paul, Minn.	487	WVOK	Birmingham, Ala.	315
WTCO	Campbellsville, Ky.	440	WVOM	Easton, Mass.	464
WTEL	Philadelphia, Pa.	617	WVOP	Vidalia, Ga.	398
WTHI	Terre Haute, Ind.	426	WVOS	Liberty, N. Y.	536
WTHT	Hartford, Conn.	367	WVOT	Wilson, N. C.	570
WTIC	Hartford, Conn.	367	WVPO	Stoudsburg, Pa.	623
WTIK	Durham, N. C.	559	WVVW	Fairmont, W. Va.	696
WTIP	Charleston, W. Va.	695	WWBZ	Vineland, N. J.	522
WTJH	East Point, Ga.	392	WWCA	Gary, Ind.	422
WTJS	Jackson, Tenn.	640	WWCO	Waterbury, Conn.	370
WTMA	Charleston, S. C.	629	WWDC	Washington, D. C.	373
WTMC	Ocala, Fla.	381	WWEZ	New Orleans, La.	450
WTMJ	Milwaukee, Wis.	705	WWGP	Sanford, N. C.	568
WTMV	East St. Louis, Ill.	412	WWGS	Tifton, Ga.	397
WTNB	Birmingham, Ala.	315	WWHG	Hornell, N. Y.	534
WTNC	Thomasville, N. C.	569	WWIN	Baltimore, Md.	459
WTND	Orangeburg, S. C.	633	WWJ	Detroit, Mich.	475
WTNJ	Trenton, N. J.	522	WWL	New Orleans, La.	451
WTNS	Coshocton, O.	580	WWNC	Asheville, N. C.	557
WTNT	Tallahassee, Fla.	384	WWNF	Fayetteville, N. C.	560
WTOB	Winston-Salem, N. C.	571	WWNH	Rochester, N. H.	518
WTQC	Savannah, Ga.	396	WWNR	Beckley, W. Va.	694
WTOD	Toledo, O.	584	WWNS	Statesboro, Ga.	396
WTOK	Meridian, Miss.	496	WWNY	Watertown, N. Y.	554
WTOL	Toledo, O.	584	WWOD	Lynchburg, Va.	682
WTOM	Bloomington, Ind.	420	WWOL	Buffalo, N. Y.	529
WTON	Staunton, Va.	686	WWON	Woonsocket, R. I.	628
WTOP	Washington, D. C.	372	WWPA	Williamsport, Pa.	625
WTOR	Torrington, Conn.	369	WWPB	Miami, Fla.	380
WTPR	Paris, Tenn.	645	WWPF	Palatka, Fla.	392
WTPS	New Orleans, La.	450	WWPG	Palm Beach, Fla.	382
WTRC	Elkhart, Ind.	420	WWRL	Woodside, N. Y.	555
WTRF	Bellaire, O.	576	WWSC	Glens Falls, N. Y.	534
WTRR	Sanford, Fla.	384	WWSO	Springfield, O.	584
WTRY	Troy, N. Y.	553	WWSR	St. Albans, Vt.	678
WTSA	Brattleboro, Vt.	677	WWSW	Wooster, O.	585
WTSE	Lumberton, N. C.	564	WWSW	Pittsburgh, Pa.	619
WTSL	Hanover-Lebanon, N. H.	517	WWVA	Wheeling, W. Va.	700
WTSP	St. Petersburg, Fla.	384	WWWB	Jasper, Ala.	319
WTSV	Claremont, N. H.	517	WWWF	Fayette, Ala.	316
WTTH	Port Huron, Mich.	482	WWWB	Russellville, Ala.	321
WTIM	Trenton, N. J.	522	WWWV	Rio Pedras, P. R.	715
WTIN	Watertown, Wis.	707	WWXL	Peoria, Ill.	416
WTIS	Bloomington, Ind.	420	WYYO	Pineville, W. Va.	698
WTTT	Coral Gables, Fla.	374	WXAL	Demopolis, Ala.	316
WTUX	Wilmington, Del.	371	WXGI	Richmond, Va.	685
WTVB	Coldwater, Mich.	473	WXKW	Albany, N. Y.	527
WTVL	Waterville, Me.	454	WXLT	Ely, Minn.	485
WTWA	Thomson, Ga.	397	WXLW	Indianapolis, Ind.	423
WTWN	St. Johnsbury, Vt.	678	WXRA	Buffalo-Kenmore, N. Y.	531
WTWT	Stevens Point, Wis.	706	WXRJ	Guayama, P. R.	713
WTXL	West Springfield, Mass.	468	WXYZ	Detroit, Mich.	476
WTYC	Rock Hill, S. C.	634	WYVE	Wytheville, Va.	686
WTYS	Marianna, Fla.	379	WZIP	Covington, Ky.	440
WULA	Eufaula, Ala.	316	WZOB	Ft. Payne, Ala.	317

ALABAMA

Estimated Population 2,920,000—Increase +3.1%—Homes 744,500
Radio—766,000—Stations in State 61

WAVU

ALBERTVILLE—1948

Frequency: 630 Kc. Power: 500 Watts d.
Owned-Oper. By Sand Mt. Bcstg. Service
Business-Studio Address P. O. Box 149
Phone Number 639
News Service AP
Transcription Service World
Pres., Comm. Gen. Mgr. Pat M. Courington
Commercial Mgr. Eaton P. Govan, Jr.
Program Director Annette Abercrombie
Chief Engineer Glenn Abercrombie

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
Publicity Director Jim Murphy
Chief Engineer James W. Whatley
Consulting Engineer Claude Grey

WCTA

ANDALUSIA—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Andalusia Bcstg. Co., Inc.
Address Sanford Rd.
Phone Number 844
Air Time 5:30 a.m.-10:30 p.m.
Transmitter Sanford Rd.
News Service UP
Transcription Service World
Membership NAB
Executive V.P., Gen. Mgr. J. Dige Bishop
Commercial Manager James Miller
Sales Prom. Mgr. Guy Williams
Prog. Dir. Christine Hardage
Chief Engineer & Comm. Mgr. Bill Bates
Consulting Engineer Claude Grey

WHMA

ANNISTON—1938—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Anniston Bcstg. Co., Inc.
Business-Studio Address Radio Bldg.
Phone Number 2380-368
Air Time 5:45 a.m.-11 p.m.
Transmitter 1401 W. 15th St.
News Service UP

Transcription Service World
Representative Sears & Ayer
Membership NAB
President Harry M. Ayers
Gen.-Sta. Mgr. Malcolm Street
Prom. Mgr. Fletcher Walker
Commercial Mgr. Lurline M. Smollon
Program Director Rose Ponder
Prod. Dir. Bob Sanders
Publicity Dir. Dewitt Carmichael
Chief Engineer James A. Hudson
Farm Editor A. S. Mathews
Chief Engineer James A. Hudson
Consulting Engineer Claude M. Gray

WSPC

ANNISTON—1949—MBS

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., Sta. Mgr. W. S. Weatherly
Commerical Manager John Orrison
Sales Prom. Mgr. Walter Rankin, Jr.
Program Director Mary Ethel Rosenberg
Production Director Robert W. Bandy
Publicity Director Sara F. Jackson
Chief Announcer Lou Garris
News Director Bill Roberson
Musical Director Bettie Russell
Chief Engineer Thomas B. Atkins
Consulting Engineer Claude M. Gray

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
Pres.-Gen.-Comm. Mgr. Homer F. Dunnivant
Pgm.-Mus.-Pub. Dir. Robert V. Dunnivant
Production Director Virginia Miller
Chief Engineer William G. Mitchell
Farm Editor Robert E. Lankford
Consulting Engineer Charles Dorris

WATM

ATMORE—1949

Frequency: 1580 Kc. Power: 250 Watts
Owned-Operated By Southland Bcstg. Co.
Address Main St.

ALABAMA

News Service UP
President..... John B. McCrary
General Manager..... Cyril W. Reddoch
Program Director..... Herbert R. Weston

WAUD

AUBURN—1947—LIBERTY

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Operated By..... Auburn Bcstg. Co.
Business Address..... Box 350
Phone Number..... 1240-1
Studio Transmitter..... Montgomery Hwy.
Air Time..... 6 a.m.-Midnight
News Service..... AP
Transcription Service..... World
Pres., Gen.-Station Mgr..... Elmer G. Salter
Pgm., Prod., Pub. Dir..... Earl Andrews
Chief Engineer..... Ted Bellon
Consulting Engineer..... C. I. Sheikofsky

WBCO

BESSEMER—1950

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Operated By..... Bessemer Bcstg. Co.
Address..... 1720 Third Ave.
Phone Number..... 4880
News Service..... INS
Transcription Service..... Langworth
Pres., Gen. Mgr..... J. E. Lanier
Commercial Manager..... W. L. Jarrard
Program Director..... Lloyd Williams
Chief Engineer..... Jack Warden

WJLD

BESSEMER—1942

Frequency: 1400 Kc..... Power: 250 Watts
Owned By..... Johnston Bcstg. Co.
Business Address..... Box 147
Phone Nos. Bessemer 2300; Birmingham 6-8172
Transmitter, Birmingham Bessemer Super H'way
News Service..... INS
Pres., Gen. Mgr..... George Johnston, Jr.
Station Mgr..... James E. Connolly
Comm. Mgr..... Clay Coe
Sales Prom. Mgr..... Ganus Scarborough
Program Director..... Jane Marlindale
Prod., Mus. Dir..... Annette Simmons
Publicity Director..... Mary Patterson
News Director..... Bob Umbach
Farm Editor..... Otis Dodge
Chief Engineer..... Maurice McKinney
Consulting Engineer..... Lohres & Culver

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.
Address..... 701 Protective Life Bldg.

Phone Number..... 3-8116
Transmitter..... Sandusky, Ala.
News Service..... UP
Transcription Service..... World
Representative..... Radio Sales
Membership..... NAB, BMB, BAB
Chairman of the Board..... Edward L. Norton
President-General Mgr..... Thad Holt
Comm. Mgr..... C. P. Persons, Jr.
Program Director..... Lionel F. Baxter
Production Director..... Maury J. Carrell
News Dir., Farm Editor..... John McCune
Chief Announcer..... Clint Blakely
Chief Engineer..... James L. Evans

WBRC

BIRMINGHAM—1925—NBC

Frequency: 960 Kc..... Power: 5000 Watts
Owned-Oper. By..... Birmingham Bcstg. Co., Inc.
Address..... 1727½ 2nd Ave., N.
Phone Number..... 4-7741
Transmitter Location..... 2400 Arkadelphia Rd.
News Service..... INS, AP
Transcription Service..... Standard, Lang Worth
Representative..... Paul H. Raymer Co.
Membership..... NAB, FMA
President..... Eloise S. Hanna
Gen. Manager..... G. P. Hamann
Commercial Manager..... Don D. Campbell
News, Pgm. Dir..... W. H. McCain
Prom. Mgr..... John T. Orr
Chief Engineer..... G. P. Hamann
Farm Editor..... Don Norman

WEDR

BIRMINGHAM—1949

Frequency: 1220 Kc..... Power: 1000 Watts d.
Owned-Operated By..... Magic City Bcstg. Co.
Business Address..... 1417 Fourth Ave. N.
Phone Number..... 4-0925
President, Gen. Mgr..... J. E. Reynolds
V. P..... Mrs. Leah L. Doss
Secty., Treas., Comm. Mgr. John A. Thompson
News Director..... W. E. Daniels, Jr.
Pgm. Dir..... Claudia Jackson
Chief Engineer..... John F. Cram

WKAX

BIRMINGHAM—1945

Frequency: 900 Kc..... Power: 1000 Watts d.
Owned-Operated..... Courier Bcstg. Service, Inc.
Address..... 218½ N. 21 St.
Phone Number..... 54-2541
Transmitter Location..... 231 21st Ave., West
News Service..... UP
Representative..... Hal Holman Co.
Pres., Sta. Mgr..... Glenn V. Tingley
Sales Prom. Mgr..... Harold Tingley
Program Director..... Jimmy Kirby
Chief Announcer..... Stan Vainrib
Chief Engineer..... Stanley L. Hawkins
Consulting Engineer..... Claude Gray

ALABAMA

W S G N

BIRMINGHAM—1927—ABC

Frequency: 610 Kc. Power: 5000d.; 1000 n.
Owned-Operated..... Birmingham News Co.
Business Address..... P. O. Box 2553
Phone Number..... 4-3434
Studio Address..... YWCA Bldg.
Transmitter Location..... Fair Grounds
Newspaper Affiliation..... Birmingham News
News Service..... AP
Air Time..... 5 a.m.-Midnight
Representative..... Headley-Reed
Membership..... NAB
Managing Director..... Henry P. Johnston
Commercial Manager..... J. Harry Calloway
Pgm. Dir..... Craig Lowe
Dir. of Prom. & Res..... Alfred Greenberg
Chief Engineer..... J. V. Sanderson
Consulting Engineer..... Gautney & Ray

W T N B

BIRMINGHAM—1946—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By..... Pilot Bcstg. Corp.
Address..... 3427 27th Ave. N.
Phone Number..... 4-4511
Air Time..... 6-12 Midnight
Representative..... Taylor Co.
President..... Roy F. Hotheintz
General Manager..... Gerard N. Irwin
Program Director..... Charles White McGehee
Chief Announcer..... Bill Henning
Chief Engineer..... Ray Lowery

W V O K

BIRMINGHAM—1947

Frequency: 690 Kc. Power: 50,000 Watts d.
Owned-Operated By..... Voice of Dixie Inc.
Business Address..... P. O. Box 2468,
Phone Number..... 6-2924
Transmitter..... Bessemer Super Highway
News Service..... UP
Transcription Service..... Capitol
Representative..... Radio Reps., Inc.
Pres., Gen. Sta. Mgr..... Iralee W. Benms
Com. Sales Prom. Mgr..... William J. Brennan
News Director..... Dan Brennan
Program Director..... Ira Leslie
Farm Editor..... Fred Wamble
Chief Engineer..... William J. Brennan
Consulting Engineer..... W. E. Berns, Jr.

W E B J

BREWTON—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By..... Brewton Bcstg. Co.
Address..... Brewton, Ala.
Air Time..... 6 a.m.-11 p.m.
Phone Number..... 1000

News Service..... AP
Transcription Service..... SESAC, Associated
Membership..... NAB
Pres., Sta. Mgr..... W. Emmett Brooks
Vice-Pres..... William E. Brooks, Jr.
Commercial Manager..... W. Emmett Brooks
Program Director..... Charles Land
Chief Engineer..... R. D. Craig
Consulting Engineer..... Claude Gray

W K L F

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, Capitol
Representative..... Thomas F. Clarke
President..... Dr. J. Kelley Robinson
Gen.-Station-Comm. Mgr..... Robert B. Taber
Program Director..... Paul Reid
Chief Engineer..... Lester Carter
Consulting Engineer..... Claude Gray

W F M H

CULLMAN—1950

Frequency: 1300 Kc. Power: 1000 Watts d.
The Voice of Cullman

W K U L

CULLMAN—1946—LIBERTY

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... Cullman Bcstg. Co.
Business, Studio, Trans. Address..... Cullman
Phone Number..... 864
News Service..... AP
Transcription Service..... World
Pres., Gen. Mgr..... Hudson C. Millar, Jr.
Program Director..... Lon Waters
Chief Announcer..... Jay Aldredge
Chief Engineer..... Arthur Bachmann
Consulting Engineer..... Claude Gray

W H O S

DECATUR—1948

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Operated By..... No. Alabama Bcstg. Co.
Business-Studio Address..... 212 Jackson St.
Transmitter Location..... Flynn Street
Air Time..... Sunrise-Sunset
Phone Number..... 991
News Service..... UP
Transcription Service..... Capitol
Partners..... Claudia E. Kinney, D. T. Kinney
Gen., Comm. Mgr..... Louis C. Blizzard
Sales Prom. Mgr..... W. H. Gibson
Pgm. Farm Dir..... Jim Fust
Chief Engr..... Melvin Cryer

WMSL

DECATUR—1935—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By P. O. Box 411
 Address 802-803
 Phone Number Danville Rd.
 Transmitter Location 6:00 a.m.-10:15 p.m.
 Air Time AP
 News Service World
 Transcription Service Frank Whisenant
 Pres., Gen. Sta. Mgr. Cletus Quick (Natl.)
 Comm. Mgr. Frank Hood
 Prom. Mgr. (Local Sales Mgr.) Cletus Quick
 Prog. Dir., Chief Announcer Wayne Sims
 Musical Director J. V. Roser
 Chief Engineer

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—1932—MBS

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Operated By Dothan Bcstg. Co.
 Address 204½ E. Main Street
 Phone Number 2-9100
 Transmitter Location Headland Highway
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service World
 Representative Joseph Hershey McGillvra
 Membership NAB
 General Manager Julian C. Smith
 Comm. Mgr. Fred C. Moseley
 Program Director J. Arthur Creamer
 Chief Engineer John T. Hubbard

WDIG

DOTHAN—1947—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Houston Bcstg. Co.
 Business-Studio Address 107 E. Adams St.
 Phone Number 3-4100
 Transmitter State Hwy., 52.1 Mi. E. City
 News Service UP
 Representative Cummings Reiner
 Pres., Gen. Mgr. Jess Swicegood
 News Director Wayne Mosely
 Pgm. Dir. John Ingersoll
 Chief Engineer Charles Lawshe
 Farm Editor Joe Holloway

WOOF

DOTHAN—1948

Frequency: 560 Kc. Power: 1000 Watts d.
 Owned-Operated By Dowlander Bcstg. Co.
 Business-Studio Address 110½ So. Foster
 Phone Number 2-5600
 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
 Chief Engineer Sam Campbell
 Consulting Engineer William E. Bennes

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—MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Ala.-Ga. Bcstrs., Inc.
 Business-Studio-Trans. Address Radio Bldg.
 Phone Number 745
 Transmitter Loc. Dothan Hwy. 1 mi. So.
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service World
 Representative Dodson
 Membership NAB
 President Edward P. Fussell
 Gen. Comm.-Pgm. Dir. Lee S. Bullis
 Chief Engineer Hugh G. Chastain
 Consulting Engr. Claude M. Gray

WWW F

FAYETTE—1949

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Operated By Bankhead Bcstg. Co., Inc.
 Address Jasper
 Phone Number 200
 Transmitter Loc. Hwy. 43
 Air Time Sunrise-Sunset
 News Service UP
 President W. W. Bankhead
 General Manager James Reese
 Station Manager Jack Black
 Chief Engineer Orval Herman

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
 Commercial Manager.....Dorothy S. Lester
 Sales Prom. Mgr., Pgm. Dir.....Harry Hearst
 Chief Announcer.....Pete Bingham
 Chief Engineer.....Paul Shannon

WMFT

FLORENCE—1945—KBS-ALA.

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....Tri-Cities Bcst. Co.
 Bus. Add. 800 Cypress Mill Rd., P. O. Box 477
 Phone Number.....42 & 1934
 Studio-Transmitter.....800 Cypress Mill Rd.
 News Service.....AP
 Air Time.....6 a.m.-Midnight
 President.....Milton S. Killen
 General Manager.....James L. Garrett
 Commercial Manager.....Charles Dickson
 Sales Prom. Mgr.....Theda C. England
 Program Director.....Len Hensel
 Chief Engr. & Anncr.....Lee Malone
 Consulting Engineer.....Claude Gray

WFPA

FT. PAYNE—1950—MBS-ABS

Frequency: 1400 Kc. Power: 250 watts
 Owned-Operated By.....Killian Bcstg. Co.
 Address.....Stallworth Building
 Phone Number.....850
 News Service.....INS
 Pres., Gen. Mgr.....J. Louis Killian
 Commercial Manager.....Jim Bell

WZOB

FT. PAYNE—1950

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By...Ft. Payne on the Air
 Address.....P. O. Box 255
 Phone Number.....1096
 News Service.....UP
 Transcription Service.....Thesaurus
 Gen. Comm. Manager.....Glenn M. Cravitt
 Program Director.....Lester Haston
 News Dir., Chief Engr.....Jess R. Moore

WGAD

**GADSDEN—1947—ABC—ABS
 ALA. BROADCASTING SYSTEM**

Frequency: 1350 Kc.
 Power: 5000 Watts d., 1000 n.

Owned-Oper. By...General Newspapers, Inc.
 Address.....520 Chestnut St.
 Phone Number.....5641, 5642
 Transmitter Location.....Atta'la, Ala.
 Newspaper Affiliation.....Gadsden Times
 News Service.....UP
 Transcription Service.....World
 Station Rep.....General Advertising Service
 Membership.....NAB, BMB, BAB
 President.....Carmage Walls
 Gen., Comm. Mgr.....Joel Robertson
 Sales Prom. Mgr.....Joel Robertson
 Program Director.....Frances Seal
 Publicity Director.....Joel Robertson
 News Dir., Chief Anncr.....Bob Foster
 Chief Engineer.....Halley D. Williams
 Consulting Engineer.....Claude M. Gray

WGWD

GADSDEN—1947

Frequency: 570 Kc. Power: 1000 Watts d.
 Business Address.....P. O. Box 128
 Phone Number.....6-6301-2
 Transmitter Location.....Cranford Chapel Rd.
 Air Time.....4 a.m.-Sunset
 News Service.....UP
 Transcription Service.....Associated
 Representative.....O. L. Taylor Co.
 Membership.....NAB, BAB, ABA
 Gen., Comm. Mgr.....Kenneth L. Wood
 Music Director.....Neal Miller
 Chief Engineer.....Gaston Anderson
 Consulting Engineer.....Claude M. Gray

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
 Transmitter Location.....108 Broad St.
 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
 Consulting Engineer.....Claude Gray

WGYV

GREENVILLE—1948—ABS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By...Greenville Bcstg. Corp.
 Business Address.....P. O. Box 227
 Air Time.....6 a.m.-10 p.m.
 Phone Number.....585
 Transmitter Location.....Luverne Highway
 News Service.....UP
 Transcription Service.....World
 Representative.....Continental

Gen. Sta., Comm. Mgr. W. H. Miller, Jr.
 Chief Engineer Winton Beaver
 Consulting Engineer Claude Gray

WGSV

GUNTERSVILLE—1950

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By Gunterville Bcstg. Co.
 Address P. O. Box 32
 Phone Number 4131
 News Service UP
 Transcription Service Capitol
 President Trent Moore
 Vice-Pres. Hon. Albert Rains
 Secy.-Treas. E. L. Roberts
 Gen., Comm. Mgr. Edward Z. Carrell
 Program Director Ray McClendon
 Chief Engineer Welch Huckaby

WJBB

HALEYVILLE—1949—ABS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Haleyville Bcstg. Co.
 Phone Number 389
 Air Time 6 a.m.-10 p.m.
 News Service UP
 Transcription Service Capitol
 Partners H. E. Ray, Guy Ray, Roy Mayhall
 Gen., Comm., Mgr.-Pgm. Dir. S. L. Masden, Jr.
 Program Director Carl Pugh
 Chief Engineer Chris Christensen
 Consulting Engineer Claude Gray

WERH

HAMILTON—1950

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Operated By Marion County Bcstg. Co.
 Phone Number 120
 News Service AP
 Transcription Service Langworth
 Station Representative McGillvra
 Pres., Gen., Prom. Mgr. Hugh J. Fite
 Commercial Manager Cecil C. Mixon
 News Director Don W. Hall
 Chief Engineer Charles B. Tucker
 Farm Editor Johnnie Lott

WBHP

HUNTSVILLE—1937—MBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Wilton H. Pollard
 Bus.-Studio Address 318 W. Clinton
 Phone Number 313
 Transmitter Location Athens Pike
 Air Time 6 a.m.-11 p.m.
 News Service UP
 President Wilton H. Pollard
 Gen. Mgr.-Pgm. Director
 Chief Engineer William G. Harris

Commercial Manager Mrs. Ruth Harris
 News Dir., Chief Anncr. Grady Reeves

WFUN

HUNTSVILLE—1946—ABS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Huntsville Bcstg. Co., Inc.
 Transmitter Address 410 W. Holmes St.
 Phone Number 2424
 Air Time 6 a.m.-M.
 News Service AP
 Representative Sears & Ayers
 Pres., Gen., Comm. Mgr. J. B. Falt, Jr.
 Prom. Sta. Mgr.-Prog. Dir. John Garrison
 Chief Announcer Earl Fisher
 Musical Director Malcolm Tate
 Chief Engineer John Garrison
 Farm Editor Lloyd Little

WHBS

HUNTSVILLE—1946—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By The Huntsville Times Co.
 Phone Number 2345
 Transmitter N. Church St.
 Air Time 5:55 a.m.-11:05 p.m.
 News Service AP
 Membership NAB, BAB

AP SELLS

For Stations and Sponsors —

For instance **WSFA**

"In addition to our network news, we produce four 15-minute, two 10-minute and two 5-minute AP news and sports programs of our own daily. These are 100 per cent sponsored. Our 5:30 p.m. 'Standard Oil Reporter' is especially popular."

HOWARD E. PILL,
 President,

WSFA, Montgomery, Ala.

ALABAMA

Representative Headley-Reed
President Henry P. Johnston
General Manager Jack Langland
Station Manager B. W. Randa
Production Director Lillian Woodall
Chief Anncr., Pgm. Dir. N. C. Milwee, Jr.
Chief Engineer J. V. Sande son
Farm Editor Boyd Evans
Consulting Engineer Gautney & Ray

WPBB

JACKSON-1950

Frequency: 1290 Power: 1000 Watts d.
Owned-Operated By W. P. Thielens,
W. M. Jordan, T. H. Gaillard, Jr.
News Service AP
Transcription Service Sesac
General Manager T. H. Gaillard, Jr.
Commercial Manager Philip G. English, Jr.
Pgm., News Dir. Charles Ballas
Chief Engineer Edgar C. Henson
Farm Editor Leonard Miller

WWWB

JASPER-1946-KBS, LBS

Frequency: 1240 Kc Power: 250 Watts
Owned-Operated By Bankhead Bcstg. Co., Inc.
Business Studio Address Bankhead-Long
Building
Phone Number 100
Transmitter Location W. 20th St.
Air Time 6 a.m.-M.
News Service AP
Membership NAB
President W. W. Bankhead
Prom., Gen. Mgr. James E. Reese
Commercial Mgr. Wm. C. Edgemon
Program News Director Bobby Jones
Chief Engineer Roger A. Wells

WABB

MOBILE-1948-ABC

Frequency: 1480 Kc Power: 5000 Watts
Owned-Oper. By Mobile Press Register, Inc.
Business Address 304 Government St.
Phone Number 3-1551
Transmitter Eight Mile, Ala.
Air Time 6 a.m.-M.
News Service AP
Transcription Service World. SESAC
Representative Branham Co.
Membership NAB
President R. B. Chandler
Executive V.P. W. J. Hearin, Jr.
Sta., Comm. Mgr. Dewey H. Long
Program Director Carl G. Haug
Publicity Director Phillip Forrest
News Director Jack Bitterman
Chief Engineer William H. Murphree
Consulting Engineer Chambers Harrison

WALA

MOBILE-1930-NBC

Frequency: 1410 Kc Power: 5000 Watts
Owned-Operated By Pape Bcstg. Co., Inc.
Bus. Studio Address 210 Government St.
Phone Number 3-3756
Transmitter Cochran Bridge Causeway
Air Time 6 a.m.-M.
News Service AP
Transcription Service Standard
Representative Headley-Reed
President W. O. Pape
General Sta. Mgr. H. K. Martin
Commercial Manager A. Treadway
Program Director Al Homan
Chief Engineer R. B. Hurley

WKAB

MOBILE-1947-LIBERTY

Frequency: 840 Kc Power: 1000 Watts d.
Owned-Operated By Pursley Bcstg. Service
Business-Studio Address Box 1306
Phone Number 7-6345
Transmitter Donald St.
Air Time Local sunrise-local sunset
Transcription Service SESAC. Langworth
Representative Ind. Met. Sales; Dodson
Membership NAB
General Manager Louise P. Pursley
Commercial Mgr. R. H. Moore
Program Director J. T. Jackson
Sales Prom. Mgr. J. H. Johnson
Publicity Director R. H. Moore
Production Director Mary L. Lemon
Chief Announcer Ross Smitherman
Chief Engineer Gene Miller

WKRQ

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
Pgm., Prod. Dir. Walter Turner
Chief Engineer Richard M. Cole
Consulting Engineer Comm. Radio Equipment
Co.

WAPX

MONTGOMERY-1947-ABC

Frequency: 1600 Kc Power: 1000 Watts
Owned-Operated By United Bcstg. Co.
Business, Studio Address 116 Catoma St.
Phone Number 3-7569

ALABAMA

Transmitter Location... End of Blackburn St.
News Service... UP
Transcription Service... Lang-Worth, SESAC
Representative... Walker Co.
Pres., Gen. Mgr... Thomas E. Martin
Comm. Sales Prom. Mgr... Hoke Williford
Pgm., Musical Dir... James Reed
Chief Engineer... Owen Lehr
Farm Editor... Bob Chisholm

WCOV

MONTGOMERY—1939—CBS

Frequency: 1240Kc... Power: 250 Watts
Owned-Oper. By Estate of G. W. Covington, Jr.
Business-Studio Address... Exchange Hotel
Phone Number... 5781
Transmitter... Narrow Lane Rd.
News Service... UP
Transcription Service... Associated
Representative... O. L. Taylor Co.
Membership... NAB
General Manager... Hugh M. Smith
Commercial Manager... Joe Petrauka
Program Director... Waller Spiro
News Director... Tom Doron
Chief Engineer... W. D. Weatherly
Farm Editor... John McCune

WJJJ

MONTGOMERY—1948—MBS

Frequency: 1170 Kc... Power: 10,000 Watts d.,
1000 n.
Owned-Oper. By... Southern Bcstg. Co., Inc.
Business-Studio Address... 115 1/2 Commerce St.
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

WMGY

MONTGOMERY—LIBERTY

Frequency: 800 Kc... Power: 1000 Watts d.
Owned-Operated By... Dixie Bcstg. Co.
Business-Studio Address... 4 S. Perry St.
Transmitter Location... E. of Greenwood Cem.
Transcription Service... World
Representative... Robert Meeker
President... Dr. S. D. Suggs
General Manager... Thomas W. Sewell
Commercial Manager... Eron B. Ingle
Sales Prom. Mgr... Hugh Webb
Program Director... Frank Monteleone
Production Director... Robertu Frost
News Director... Felix Robinson
Chief Engineer... John D. Lamar
Farm Editor... Crawford Roquemore

WSFA

MONTGOMERY—1930—NBC

Frequency: 1440Kc... Power: 1000 Watts
Owned Oper. By Montgomery Bcstg. Co., Inc.
Business Address... P. O. Box 1031
News Service... AP
Transcription Service... World, Standard
Representative... Headley-Reed
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
News Director... Marquerite Daniel
Chief Engineer... Cliff Shelkofsky

WLAY

MUSCLE SHOALS—1933—MBS

Frequency: 1450 Kc... Power: 250 Watts
Owned Oper. By... Muscle Shoals Bcstg. Corp.
Business Address... P. O. Box 230, Sheffield
Transmitter Location... E. 2nd St., Sheffield, Ala.
News Service... UP
Representative... Devney & Co.
President... Frank M. Farris, Jr.
General Mgr... W. A. Reeves, Jr.
Comm. Manager... Eulus Whitehead
Sales Prom. Mgr... Georgy Manush
Program Director... Jack Voorhies
Chief Engineer... Lynn McMoran

WJHO

OPELIKA—1940—MBS-KBS

Frequency: 1400 Kc... Power: 250 Watts
Owned Oper. By... Opelika-Auburn Bcstg. Co.
Bus. Studio-Trans. Address... 1400 Auburn Rd.
Phone Number... 856
Air Time... 6 a.m.-M.
News Service... UP
Transcription Service... Standard, SESAC
Membership... NAB
Gen. Station Mgr... F. Marion Hyatt
Commercial Manager... Jim Ownby

WELR

ROANOKE—1949—KBS

Frequency: 1360 Kc... Power: 1000 Watts d.
Owned-Operated By... Roanoke Bcstg. Co.
Address... 801 N. Main St.
News Service... UP
Station Representative... Dora Dodson
Pres., Gen., Comm. Mgr... J. W. Buttram
Pgm., Prod. Dir... Dick Killebrew
Chief Anncr... Leverne Foster
Chief Engr., Farm, Editor, Consulting Engr.
Colonel J. C. Vessels

W W W R

RUSSELLVILLE—1949

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Oper. By...Bankhead Bcstg. Co., Inc.
 Address...Bankhead-Long Bldg., Jasper, Ala.
 Phone Number647
 Transmitter Location.....Underwood Rd.
 Air Time.....Sunrise to Snuset
 News ServiceUP
 President.....Walter W. Bankhead
 General Manager.....James E. Reese
 Sta., Comm. Mgr.....Hal Kirby
 Program Director.....James W. Elliott
 Chief Engineer.....Charles G. McLellan
 Consulting Engineer.....Claude M. Gray

W C R I

SCOTTSBORO—1950

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Operated By.....Pat M. Courington
 AddressBox 394
 Phone Number123
 News ServiceAP
 Transcription ServiceWorld
 President.....Pat M. Courington
 Gen., Comm. Mgr.....Eaton P. Govan, Jr.
 Program Director.....Halene Green
 News Dir., Chief Engr., Farm Editor.R. C. Payne

W G W C

SELMA—1946—CBS

Frequency: 1340 Kc. Power: 250 Watts, d., n.
 Owned-Oper. By..Estate of G. W. Covington,
 Jr.
 Address.....Birmingham Highway
 Phone Number2746
 Air Time.....6 a.m.-11:05 p.m.
 Station Representative.....O. L. Taylor Co.
 MembershipNAB, BAB
 Gen. Mgr. & Chief Eng...John F. Townshend
 Sales Prom. Mgr.....John Frazier
 Program Director.....Mrs. Marie Luker
 Chief Announcer.....Virgil Moore
 Consulting Engineer.....T. J. Holey

W H B B

SELMA—1935—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....Selma Bcstg., Inc.
 Business Address.....209 Washington St.
 Phone Number1194-R
 Transmitter Location.....Edgewood
 Air Time.....6:30 a.m.-10:30 p.m.
 Representative.....Sears & Ayer
 President.....B. H. Hopson
 Gen., Station, Comm. Mgr...Julien Smith, Jr.
 Pgm., Prod. Dir.....Wm. Carroll Ward
 Publicity Director.....Erin Reynolds
 Chief Engineer.....T. F. Kelly, Jr.
 Consulting Engineer.....Claude Gray

W F E B

SYLACAUGA—1944—MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....Alabama Bcstg. Co.
 Business-Studio Address.....P. O. Box 358
 Phone Number160
 News ServiceUP
 Transmitter Location...527 North Broadway
 Air Time.....6 a.m.-11 p.m.
 President.....E. E. Forbes, Sr.
 Comm., Sta. Mgr.....George W. Carr
 Program Director.....Billy Oaks
 Chief Engineer.....Leonard Scott
 Consulting Engr.....Claude Gray

W M L S

SYLACAUGA—1948

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Oper. By..Marble City Bcstg. Co., Inc.
 Business Address.....11½ W. Second St.
 Phone Number1290-1234
 Transmitter Address.....Highway 291 N.
 Air Time.....5:45 a.m.-Sunset
 News ServiceAP
 Transcription ServiceCapitol
 General Manager.....Curtis O. Liles, Jr.
 Commercial Mgr.....Henry J. Darden, Jr.
 Prom. Mgr., Pgm. Dir.....Robert M. Duck
 Chief Announcer.....Marion McEwen
 Chief Engineer.....James A. Fitts
 Consulting Engr.....Claude M. Gray

W H T B

TALLADEGA—1945—MBS-ABS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By...Voice of Talladega, Inc.
 AddressSylacauga Highway
 Phone Numbers.....3733, 2614
 Air Time.....6 a.m.-10:20 p.m.
 News ServiceAP
 Pres., Gen. Mgr.....R. A. Davidson
 Program Director.....Lillian S. Davidson
 Chief Announcer.....Frank Haynes, Jr.
 Chief Engineer.....John Lester Fisher
 Consulting Engineer.....Claude Gray

W T B F

TROY—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....Troy Bcstg. Corp.
 AddressCollege Drive
 Phone Number.....980-1
 News ServiceAP
 Transcription Service.....World, SESAC
 MembershipNAB
 President.....J. Roy Crow
 News Dir., Gen. Mgr.....William C. Needham
 Commercial Mgr.....Robert Tolbert
 Prom. Pgm. Dir.....Jesse Jordan
 Chief Engineer.....Joe W. Gilchrist

W J R D

TUSCALOOSA—1936

Frequency: 1150 Kc. Power: 500 Watts d;
1000 Watts n.
Owned-Oper. By. Estate of James R. Doss, Jr.
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
Representative. Walker
Membership. NAB
General Manager. Wilhelmina Q. Doss
Asst. Mgr., Sales Prom. Mgr. Dick Biddle
Comm. Mgr. Lehman Mayer
Pgm., Prod. Dir. Charles Welsh
Publicity Director. Mamie Kimbrell
Chief Engineer. J. G. Cobble

W T B C

TUSCALOOSA—1946—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned By. Tuscaloosa Bcstg. Co.
Business-Studio Address. City Hall Bldg.
Phone Number. 5523
Transmitter Location. 15th St., across from
Forest Lake
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 Announcer. Vic Batson
Chief Engineer. T. H. Todd

ARIZONA

Population 749,587—Increase 50.1% ('40-'50)—Radio Homes 184,590
Families 197,200—Stations in State 26

K S U N

BISBEE—1933—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Carlton W. Morris
Address. P. O. Drawer C, Lowell Station
Phone Number. 9
Studio-Transmitter. Warren Rd.
Air Time. 7 a.m.-11 p.m.
Transcription Service. World
Representative. Blair & Co., Arizona Network
President. Carleton W. Morris
Gen., Sta., Comm. Mgr. Jack Murphy
Pgm.-Prod. Dir., Chief Anncr. Ray Helgesen
Chief Engineer. John Gann

Air Time. 6 a.m.-M.
News Service. UP
Transcription Service. SESAC, Associated
Membership. NAB
President. Louis F. Long
General Manager. Paul Merrill
Station Manager. Bill Parady
Commercial Manager. Ken Hooker
Pgm., News Dir. Jim Murdock
Chief Announcer. Bob Harbison
Chief Engineer. Wayne Fernyhaugh
Farm Editor. Don Graham

K C L F

CLIFTON—1950

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By. Saguaro Bcstg. Co.
Address. 15 Park Ave.
Phone Number. 320
News Service. UP
General Manager. Chet Darwin
Station Manager. Bob Vache

K C K Y

COOLIDGE—1948—CBS

Frequency: 1150 Kc. Power: 1,000 Watts
Owned-Oper. By. Gila Bcstg. Co., Inc.
Address. Roosevelt & Main Streets
Phone Number. 4451

K A W T

DOUGLAS—1946

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Carleton W. Morris
Phone Number. 173
Transmitter Location. W. of Douglas
Air Time. 6:30 a.m.-11 p.m.
News Service. AP
Transcription Service. Capitol
Station Representative. Paul Raymer
Membership. NAB
President. Carleton W. Morris
Gen., Sta., Comm., Prom. Mgr., Pgm. Dir.
Dusty King
Publicity Director. Phyllis Pratt
Chief Announcer. Tom Sheehy
News Director. Tom Brooks
Musical Director. Rick Hendricks
Chief Engineer. Rick Hendricks
Farm Editor. Dusty King

KCLS

FLAGSTAFF—1950—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Charles J. Saunders
 Address Box 1677
 Phone Number 988-J
 News Service UP
 Transcription Service Langworth
 Owner, Gen. Mgr. Charles J. Saunders
 News Director Irvin Feinberg
 Chief Engineer Charles McNeall

KGPH

FLAGSTAFF—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Flagstaff Bcstg. Co.
 Address Weatherford Hotel
 Phone Number 51
 News Service AP
 Transcription Service Thesaurus
 General Manager A. S. Holm
 Commercial Manager E. C. Phillippi
 Program Director Mary Phillippi
 Chief Engineer Alan J. Gardiner

KWJB

GLOBE—1938—NBC-ARIZ. BCSTG.

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Gila Bcstg. Co., Inc.
 Phone Number 41
 News Service AP, INS, UP
 Transcription Service Standard
 Representative Paul H. Raymer
 President Louis F. Long
 Station, Sales Prom. Mgr. Willard Shoecraft
 Commercial Manager Eric Manola
 Chief Announcer Richard Beebe
 Chief Engineer Herb J. Hanb J.
 Consulting Engr. Western Engr. Assn., Inc.

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—1939—KBS

Frequency: 1310 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Operated By Sun Valley Bcstg.

Address P. O. Box 885
 Phone Number 5737
 Transmitter Location Mesa-Tempe Highway
 News Service UP
 Transcription Service Standard
 Pres., Gen., Sta. Mgr. Dwight Harkins
 Commercial Manager Lorenzo K. Lisonbee
 Program Director Jack Harris
 Publicity Director Dick Gilbert
 Chief Announcer Ben Smith
 Chief Engineer William Harrison

KNOG

NOGALES—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Border Bcstg. Co., Inc.
 Address Rancho Grande Hotel
 Phone Number 770
 News Service UP
 Transcription Service World
 Representative Gene Grant
 President Robert Marcus
 General Manager Samuel Marcus
 Station Manager Harry Hambleton
 Chief Engineer Benny Greenhaw

KIFN

PHOENIX—1949

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By Western Bcstg. Co.
 Address P. O. Box 430
 Phone Number 3-6155
 News Service UP
 Transcription Service SESAC
 Station Representative Walker
 Pres., Gen. Mgr. Frank P. Redfield
 Commercial Manager John K. Redfield
 Program Director Joe Alvarado
 Chief Engineer Edgar B. Pool

KTAR

PHOENIX—1922—NBC-ARIZ. BCSTG.

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By KTAR Bcstg. Co.
 Business Studio Address 711 Heard Building
 Phone Number 4-4161
 Transmitter Location 36th St. & E. Thomas Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus, Standard,
 Capitol
 Representative Paul H. Raymer
 Membership NAB, BAB
 Ch. of Bd. John J. Louis
 Pres., Gen. Sta. Mgr. Richard O. Lewis
 Commercial Manager E. W. Harvey
 Sales Promotion Manager John Edwin Miller
 Program Director J. Howard Pyle
 Production Director Paul Hughes
 Publicity Directors Myron Drake, Bob Pollard
 Musical Director Pierson Bancroft

PHOENIX



March 15, 1950

Hi Podnuh:

We fellers know you city folks realize Arizona's got the Grand Canyon, the desert and some cows. But do you know we got one of the best skiing areas in the country? That we've got one of the largest pine forests anywhere? That we've got a city, Phoenix, which is the 55th ranking market in the United States? That it is the center of a 3000 square mile irrigated area along the Salt River? That within the oasis there grows some of the finest cotton, citrus fruits, melons and market produce you could want anywhere? That takin' care of them crops and takin' care of the farmers and so on down the line are 329,000 people, all gathered together in one group? That these folks produce a yearly net taxable income of \$538,934,048.00?

As KOOL Clem, one of our hands says, it ain't often out in the west yuh git that many folks all rounded up and reachable so's yuh kin brand 'em all at once. We just want to point out that Radio KOOL, located in Phoenix, offers you the finest, quickest and cheapest method to reach that group.

We're experienced cowhands out here. Your potential customers are herded. Let us strick your brand on 'em.

Sincerely,

Gene Centry

KOOL-CBS

ARIZONA

critches-bustin' City!
~~easy going~~ COWTOWN

We're the fastest growing
METROPOLITAN MARKET

1940 Population — 181,000
 79th place nationally
 1950 population — 329,000
 55th place notionally

(no other metropolitan area among
 1st 100 staged as big an advancee)

**WHEN CHOOSING ANY
 STATION LIST, INCLUDE US**

We're the Capital

1st in total income gain
 1st in passenger car registration gain
 2nd in population gain (among states)

**IF YOU'RE SELLING HOME
 EQUIPMENT, AUTO ACCESSORIES,
 FAMILY GOODS AND COMFORTS,
 YOU NEED US**

*We're the Southwest
 Crossroad*

4 transcontinental highways
 4 airlines
 2 railroads
 3 bus lines
 57 truck lines

**IF YOU'RE SELLING TRAVEL,
 ADVENTURE, ROMANCE—
 YOU NEED US**

*We're America's
 largest oasis*

100 miles long, 30 miles wide, the Salt
 River Valley is the most successful irri-
 gated agricultural project in the world.
 Six and seven alfalfa crops a year;
 highest per-acre-yield of cotton in the
 U. S.; one-fifth of the nation's lettuce.

**IF YOU'RE SELLING WHAT THE
 FARMER NEEDS—
 YOU NEED US**

We're young

We've got 50,000 veterans and fam-
 ilies, three reactivated airfields, three
 colleges.

**IF YOUR PRODUCT APPEALS TO
 YOUTH, YOU NEED US**

We're a health center

Because we have the warmest, dry-
 est, sunniest weather in the country,
 we're a mecca for the aged and the
 infirm.

**IF YOU'RE SELLING HEALTH,
 YOU NEED US**

Source Data: U. S. Census Bureau,
 Phoenix Chamber of Commerce, Valley
 National Bank.

We've got people, health, wealth, sun and fun;
 We've got all classes of prospective buyers

Whatever You Sell — YOU NEED KOOL!

Bonus listenership: Our
 population increases over
 35% during the tourist
 season; our surprisingly low
 rate stays a marvelous bar-
 gain.

KOOL-CBS

5,000 WATTS DAY AND NIGHT, 960 KCs

National Representatives: GEORGE P. HOLLINGBERRY CO.
 New York • Chicago • Los Angeles • San Francisco • Atlanta

News Director.....John Snow
 Chief Engineer.....A. C. Anderson
 Farm Editor.....Rol Laughner
 Consulting Engineer.....Glenn Gillett

Program Director.....William Reddick
 Promotion Manager.....Frank Orth
 Chief Engineer.....Cliff Baker

K O O L
 PHOENIX—1947
 CBS—RNA

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Operated By...Maricopa Bcstg., 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. Hollingbery
 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. Shepard

K O Y

PHOENIX—1922—MBS, Don Lee

Frequency: 550 Kc.....Power: 5000 d.; 1000 n.
 Owned-Oper. by...Salt River Valley Bcstg. Co.
 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.....World
 Representative.....John Bladr
 Membership.....NAB, BAB
 Pres., Comm. Mgr.....John L. Hogg
 Gen.-Station Mgr.....Albert D. Johnson
 Program Director.....John R. Williams
 Prod. Dir., Chief Anncr.....W. J. Lester, Jr.
 Musical Director.....Alfred Becker
 Chief Engineer.....Clifford R. Miller
 Farm Editor.....Ernest Douglas
 Consulting Engineer.....Jansky & Bailey

K P H O

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, General Mgr.....Rex Schepp
 Commercial Manager.....Richard Heath

K R I Z
 PHOENIX—1950—LBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Howard M. Loeb
 Address-Trans. Loc.....2345 Buckeye Rd.
 Phone Number.....4-8436
 Air Time.....6:00 a.m.-12 M.
 News Service.....UP
 Station Representative.....Burn-Smith
 General Manager.....Howard M. Loeb
 Commercial Manager.....Arnold Gregory
 Sales Promotion Manager.....James Murray
 Program Director.....Larry Jonas
 News Director.....Sheldon Engel
 Chief Engineer.....James E. Groll

K R U X

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

K Y C A

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.
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 Pres., Gen. Sta. Mgr.....Harold Rittler
 Program Director.....Roberta M. Pfister
 Publicity Director.....Marcia Gates
 Chief Engineer.....John E. Negley

K G L U

SAFFORD—1938—NBC

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By.....Gila Bcstg. Co.

ARIZONA

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.....Louls F. Long
General Manager.....Paul Merrill
Pgm., Prod. Dir......Lester McBride
Sales Prom. Mgr......Harl Barnett
Commercial Manager.....Edward E. Furman
Chief Anncr., News Dir......Olis E. Whelan
Chief Engineer.....William E. Scharlach
Consulting Engineer.....Comm. Radio Equipt. Co.

KCNA

TUCSON—1947—ABC-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.....8 a.m.-M.
News Service.....AP
Representative.....Weed
President.....Erskine Caldwell
General Station Manager.....Wayne Sanders
Commercial Manager.....Harry Chambers
Program Director.....William K. Rider
Chief Engineer.....W. J. Karplsek

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
Air Time.....5 a.m.-10 a.m.
News Service.....AP
Representative.....Forjoe & Co.
Membership.....NAB, BAB
President.....Harold Tovrea
General-Station Manager.....E. S. Mittendorf
Commercial Manager.....Paul Plunkett
Sales Prom. Mgr......S. J. Kossack, Jr.
Pgm. Dir., Chief Anncr......Matt Lemen
Sales Prom. Mgr......Paul Plunkett
Prod. Dir., Farm Editor.....Cliff Stillinger
Publicity Director.....Jane Abbott
Chief Engineer.....Vernard Cimmylott
Consulting Engineer.....Lownes & Culver

KTKT

TUCSON—1949

Frequency: 1490 Kc.....**Power:** 250 Watts
Owned-Operated By.....Thomas J. Wallace
Business-Studio Transmitter Add......500 W. Elm
Phone Number.....3-7549
Air Time.....24 hours daily
News Service.....UP

Transcription Service.....Lang-Worth
Membership.....BAB
President-Owner.....Thomas J. Wallace
Gen., Sta. Mgr......Gail Hummel
Sales Prom. Mgr......Richard Donahue
Pgm., Mus. Dir......William Warren
News, Pub. Dir......John McShane
Chief Announcer.....Kenneth Ferguson

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.....8 a.m.-M.
News Service.....UP
Tran. Ser......World, Cole, SESAC, Associated
Representative.....John Blair
Membership.....NAB
General Manager.....Lee Little
Business Manager.....John R. Crowley
Sales Prom. Mgr......Gerry O'Brien
Program Director.....Francis Murphy
Chief Announcer.....Stan Norman
News Director.....Lou Eaton
Music Director.....Peter Tufts
Chief Engineer.....Cliff Livingston

KVOA

TUCSON—1929—NBC-ARIZ. BCSTG.

Frequency: 1290 Kc.....**Power:** 1000 Watts
Owned-Operated By.....Arizona Bcstg. Co., Inc.
Business-Studio Address.....48 E. Broadway,
P. O. Box 2911
Phone Number.....3-2555
Transmitter Location.....10th and Lee Streets
Air Time.....4:55 a.m.-M.
News Service.....AP
Transcription Service.....Thesaurus, Capitol
Representative.....Paul H. Raymer
Membership.....NAB, BAB
General Manager.....R. B. Williams
Business Mgr......Harper M. Phillips
Sales Promotion Mgr......Fred J. Gerletti
Program Director.....Ben L. Slack, Jr.
Chief Announcer.....George T. Callison
Chief Engineer.....Ray H. Holsclaw
Consulting Engineer.....Gillette

KYMA

YUMA—1950—MBS—DON LEE

Frequency: 1400 Kc.....**Power:** 250 Watts
Owned-Operated By.....Salt River Valley Bcstg.
Co.
Address.....699 So. Ave. B.
News Service.....UP
Station Representative.....Blair
Vice-President.....Albert Johnson
General Manager.....William L. Lindsey

K Y U M

YUMA—1940—NBC-ARIZ. BCSTG.

Frequency: 560 Kc. Power: 250 Watts
 Owned-Operated By Yuma Bcstg. Co.
 Business Address 1901 1st St.
 Phone Number 88
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus
 Representative Paul H. Raymer

Membership NAB
 President R. N. Campbell
 General Manager Ray C. Smucker
 Commercial Manager Roy L. Jorgensen
 Sales Prom. Mgr. Len Burkland
 Program Director Paul W. Dawson
 Production Director Ernie Allen
 Promotion Mgr. Don Metcalf
 Pub., Mus. Dir. Bob Jones
 Chief Annrc. Glenn Edwards
 Chief Engineer Leavenworth Wheeler
 Consulting Engineer Gillette

ARKANSAS

Population 1,909,511—Increase —2.0% ('40-'50)—Radio Homes 411,260
 Families 489,600—Stations in State 35

K V R C

ARKADELPHIA—1947—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Arkadelphia Bcstg. Co.
 Business-Studio Address 506 Main St.
 Phone Number 789
 Transmitter Location Old Gordon Hiway
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service World
 President Cecil W. Cupp
 Gen., Comm. Mgr. J. M. Moore
 Pgm., Prod. Pub. Dir. Bill Deaton
 Chief Engineer E. H. Summers
 Consulting Engineer Earl Cullum

Gen., Sta., Comm. Mgr. Harold L. Sudbury
 Sales Promotion Manager J. T. Sudbury
 Program Director Ernest Simmons
 Chief Announcer Don Whitney
 Musical Director George Kirby
 Chief Engineer Marion Skinner

K A M D

CAMDEN—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Camden Radio Inc.
 Address P. O. Box 5859
 Phone Number 6791-2
 Transmitter Location S. California St.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Capitol
 President Walter E. Hussman
 General Manager Frank O. Myers
 Comm., Sta. Mgr. David Crockett
 Program Director W. M. H. Smith
 Chief Announcer Callis Carter
 Chief Engineer Dorris C. Hunter

K B T A

BATESVILLE—1950

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By White River Valley
 Bcstg.
 Address 307 Main St.
 Phone Number 1109
 News Service AP
 President J. E. Treuathan
 Gen., Comm. Mgr. William R. Smith
 Program Director William A. Smith
 News Director Andrew Wright
 Chief Engineer William A. Smith

K C O N

CONWAY—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Conway Bcstg. Co.
 Address Ark. State Teachers Campus
 Phone Number 189
 Transcription Service Thesaurus
 News Service UP
 President, Gen. Mgr. J. E. Clayton
 Program Director Jean Ford
 Chief Engineer Herman Stermer

K L C N

BLYTHEVILLE—1922—LBS

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By Harold L. Sudbury
 Phone Number 2093
 Transmitter Location E. Highway 18
 Air Time Sunrise to Sunset only
 News Service AP
 Transcription Service Langworth
 Station Representative John E. Pearson

K D M S

EL DORADO—1950

Frequency: 1290 Kc. Power: 1,000 Watts d.
 Owned-Operated By Cotton Belt Bcstg. Co.

KELD

EL DORADO—1935—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. Radio Enterprises, Inc.
 Business-Studio Address. Home Finance Bldg.
 Phone Number 3-6126
 Transmitter Location. Country Club Colony
 Air Time. 6 a.m.-11 p.m.
 News Service AP
 Transcription Service World
 Representative. Continental Radio Sales
 Membership NAB, BAB
 President, Pgm. Dir. W. N. McKinney
 Vice-Pres., Gen.-Sta. Mgr. Leon M. Sipes
 Publicity Director. J. R. Duerson
 News Director. Ed Hall
 Musical Director. Mrs. Ann Theilan
 Chief Engineer. John Long
 Farm Editor. Bill Darland
 Consulting Engineer. Earl Cullum

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, BAB
 President Hayden McIlroy
 Gen.-Sta.-Sls. Prom. Mgr. Fred J. Stevenson
 Commercial Mgr., Pub. Dir. Ed. Gideon
 Program Director. Wallie Ingalls
 Chief Announcer. Pat Perrin
 News Director. Dick Evans
 Musical Director. Steve Starwyck
 Chief Engineer. George Dotson

KXJK

FORREST CITY—1949—KBS

Frequency: 950 Kc. Power: 1000 Watts
 Owned-Operated By. Forrest City Bcstg. Co., Inc.
 Address. Natl. Bank of East. Arkansas Bldg.
 Phone Number 950
 Transmitter Location. 4 miles W. of City
 Air Time. Sunrise to Sunset only
 News Service AP
 Transcription Service Lang-Worth
 Station Representative. Continental Radio Sales
 Pres., Gen. Mgr. William Fogg
 Program Director. David James
 Production Director. Jim Hutchison
 Chief Annc., News Dir. Charlie Simms
 Consulting Engineer Commercial Radio Equipment Co.

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
 Pres., Gen. Manager. John A. England
 Station Mgr., Farm Editor. J. E. Garner
 Comm.-Sales Prom. Mgr. Al Godwin
 Program-Musical Dir. Dorothy Gibson
 Production Director. Afton Blake
 Publicity Director. J. E. Garner
 Chief 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-Boroff
 President. Donald W. Reynolds
 Gen., Sta., Comm. Mgr. Weldon Stamps
 Program Director. Dorris Grayson
 Chief Announcer. Pat Porta
 Chief Engineer. Robert W. Platt
 Consulting Engineer. Dixie McKee

KWHN

FORT SMITH—1947—WESTERN

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
 Transcription Service Associated
 Membership NAB
 Secretary-Treasurer. H. S. Nakdimen
 Commercial Manager. Pakman R. Feezoy
 Pgm., News Dir. Glenn O'Neal
 Production Director. A. E. Miller
 Music Director. Joe Templeton
 Chief Engineer. Frank Tate
 Farm Editor. Art Romines
 Consulting Engineer. Weldon & Carr

KHOZ

HARRISON—1946—KBS
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—KBS—MBS

Frequency: 1360 Kc. Power: 1,000 Watts d., n.
Owned-Operated By Helena Bcstg. Co.
Address 215 York St.
Phone Number Main 59
Transmitter Location S. 7th St. Rd.
News Service AP
Transcription Service Lang-Worth
Representative Continental Radio Sales
Membership NAB, BAB
Pres., Gen. Mgr. Sam W. Anderson
Comm., Prom. Mgr. Bill Bigley
Program Director Hugh Smith
Chief Announcer Murray Schroyer
Musical Director Katie Corruith
Chief Engineer L. A. Sabo
Consulting Engineer Silliman & Barclay

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
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 Pub. Co., Ltd., Shreveport, La.
Operated By Radio Broadcasting, Inc.
Business-Studio Address 135 Benton Street
Phone Number 1160-1
Transmitter Location Route 2

Air Time 6 a.m.-M.
News Service UP
Transcription Service Lang-Worth
Representative Branham
Membership NAB, ABA
President-Owner John D. Ewing
General Manager John J. Wolever, Jr.
Local Sales Mgr. Ed. C. Appler
Program Director J. F. Karber
Chief Announcer William S. Bailey
Musical Director Wilson Hurst
Chief Engineer Cecil L. Suitt

KWFC

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, Paul Girard
President Dr. N. B. Burch
Gen.-Sta. Mgr. Frank A. Browne
Comm. Mgr. Robert Choate
Program Director Arthur Burnham
News Director Walter Ebel
Chief Engineer Tom Wilson
Consulting Engineer Comm. Radio Equip. Co.

KBTM

JONESBORO—1930—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts d., n.
Owned-Operated By Jay P. Beard
Address KBTM Building, Jonesboro
Phone Number 5597-5598
Transmitter Location E. of the City of Jonesboro
Air Time 5:30 a.m.-11 p.m.
News Service AP
Transcription Service World-Sesac
Membership NAB
Pres., Owner, Gen., Sta., Comm. Mgr.
Jay P. Beard

KGHI

LITTLE ROCK—1927—ABC

Frequency: 1250 Kc. Power: 1,000 Watts d.,
500 Watts n.
Owned-Operated By KGHI Bcstg. Service
Address 306 W. 3rd St.
Phone Number 9166
Transmitter Location Cantrell Rd. and I St.
Air Time 5:30 a.m.-12 M.
Station Representative George P. Hollingbery
General Manager S. C. Vinsonhaler
Commercial Mgr. Kermit L. Richardson
Program Director Virginia Ewing
Chief Announcer Al Pickworth
Chief Engineer William Van Dusen

KARK

LITTLE ROCK—1928
NBC-SOUTHCENTRAL QUAL.

Frequency: 920 Kc. Power: 5000 Watts
Owned-Oper. By. Arkansas Radio & Equip. Co.
Address. Radio Ctr., 114 E. Capitol Ave.
Phone Number. LD 99
Transmitter Location. Hiway 67, N. Little Rock
Air Time. Unlimited
News Service. AP, UP
Transcription Service. Standard
Representative. Edward Petry
Membership. NAB, BAB
Chmn. of Bd. T. H. Barton
General Manager. T. K. Barton
Comm. Sis. Prom. Mgr. Julian F. Haas
Pgm., Prod. Dir. Douglas J. Romine
Publicity Dir. A. C. Dowden
Chief Engineer. Dan L. Winn
News Director. Paul H. King
Farm Editor. Robert L. Bulce
Consulting Engineer. Earl Cullum

KLRA

LITTLE ROCK—1928—CBS

Frequency: 1010 Kc. Power: 10,000 Watts d.,
5,000 Watts n.
Owned-Oper. By. Arkansas Bestg. Co.
Business-Studio Address. Gazette Bldg.

Phone Number. 2-5427-8; 2-1492
Transmitter Location. Memphis Highway
Newspaper Affiliation. Arkansas Gazette
News Service. AP, UP
Transcription Service. Lang-Worth, Standard
Representative. O. L. Taylor Co.
Membership. NAB, BAB
President. J. N. Helskell
General Manager. W. V. Hutt
Program Director. Harris Owen
Chief Engineer. Kermit F. Tracy
News Director. Mark Weaver
Consulting Engineer. George F. Davis

KVLC

LITTLE ROCK—1948—LIBERTY

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By. Southwestern Bestg. 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
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

KARK—The BIG PLUS in
Little Rock and Arkansas!

No Other Station In
Arkansas—Only

KARK

Delivers
At 50-100% Level, Daytime BMB*
42 ARKANSAS COUNTIES
whose 1949
RETAIL SALES
totalled
\$689,663,000
That's MORE than the 1949 combined
total retail sales in
VERMONT and
WYOMING!

*BMB,
Spring,
1949

*All sales figures, Copr. 1950
—SALES MANAGEMENT
SURVEY OF BUYING
POWER, further reproduction
not licensed

T. K. BARTON
Gen'l. Mgr.
JULIAN F. HAAS,
Comm'l. Mgr.
National Representative
EDWARD PETRY AND CO., INC

Furthermore—In These 42 Counties

FOOD STORE SALES

totalled

\$135,540,000.00

That's MORE than the combined total Food Store Sales in
Albany, N. Y., Salt Lake City, Utah, and Wilmington, Del.†

—AND—

DRUG STORE SALES

totalled

\$22,009,000.00

That's MORE than the combined total Drug Store Sales in
Trenton, N. J., Glendale, Calif., Tacoma, Wash., Racine, Wis.,
and Austin, Texas.†

—PLUS—

KARK also delivers a BIG BONUS of 25 Arkansas and 3 Louisiana
Counties at 10-49% BMB Level!*

Write Us or Phone Your Nearest Petry Man for Full Details!

TO SELL THE BEST PART OF
ARKANSAS BUY

KARK 920 dial
5000 WATTS
Arkansas' Preferred Station
LITTLE ROCK, ARKANSAS

KNBY

NEWPORT—1949

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By Newport Bcstg. Co.
 Business Address Newport
 Phone Number 749
 News Service UP
 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 2-2155
 Transmitter Address Cotton Belt Bldg.
 News Service UP
 Transcription Service Standard
 Representative Pearson
 Membership NAB, BAB
 President John F. Wells
 General Manager Emil J. Pouzar
 Commercial Manager Melton Lancaster
 Pgm. Dir., Chief Anncr. Roy Nichols
 Pgm., News Dir. Bobbie Forster
 Chief Engineer Earl H. Butler
 Consulting Engineer Lynn Emeby

KVMA

MAGNOLIA—1948—MBS

Frequency: 630 Kc. Power: 1000 Watt 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
 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

KENA

MENA—1950

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By R. B. Bell
 Address S. Reine St.
 Phone 878
 Transcription Service Standard
 News Service UP
 Pres., Gen. Comm., Prom. Mgr. R. B. Bell
 Prog., News Dir. Tommy Longeflow
 Chief Engineer Enon W. Clements

KOSE

OSCEOLA—1949

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Oper. By Osceola Bcstg. Corp.
 Business Address Hiway 61 S.
 Phone Number 860
 News Service AP
 Transcription Service Standard
 Membership NAB, BAB
 President H. F. Ohlendorf
 Gen., Comm. Mgr. Betty G. Woods
 Pgm. Dir., Chief Anncr. Leon Little
 Chief Engineer H. M. Jones
 Consulting Engineer Sillimian & Barclay

KDRS

PARAGOULD—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Progressive Bcstg. Co.
 Business Address Box 491
 Phone Number 827
 Transmitter Tower Drive
 Air Time 6 a.m.-10 p.m.
 News Service AP
 General Manager Ted Rand
 Business Manager Tom Sell
 Sales Manager Dayne Balemam
 Program Dir. Ray Dexter
 Chief Announcer Mark Forrester
 News Director Russ Schwamb
 Chief Engineer Walt Lawson
 Consulting Engineer Haley

KCLA

PINE BLUFF—1947—ABC-LIBERTY

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Radio Engineering Service
 Business-Studio Address Box 752
 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
 Consulting Engineer George Davis

KOTN

PINE BLUFF—1934—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Universal Bcstg. Corp.
 Address 505½ Main St.
 Phone Number 721
 News Service AP
 Transcription Service Thesaurus
 Pres., Gen. Mgr., Chief Engr. B. J. Parrish
 Asst. & Prom. Mgr. R. W. Elter
 Commercial Manager Joe L. Wallace
 Program Director Lois Sloan

K P O C

POCAHONTAS—1950

Frequency: 1420 Kc. Power: 1,000 Watts d.
Owned-Operated By...Pocahontas Radio, Inc.
Address...P. O. Box 250
Phone500
Transcription ServiceThesaurus
News ServiceUP
Pres., Gen., Comm. Mgr.....Adrian L. White
Prog. Dir., Prom. Mgr.....Rudy Pylant
Chief Engineer.....Earl Hodges
News Director.....Bill Nicholson

K X R J

**RUSSELLVILLE—1947—MBS-KBS
RAZORBACK—ARK.—MBS**

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By...Valley Broadcasting, Inc.
Address...Fine Arts Bldg., Arkansas Tech.
Phone Number.....299, 786
Transmitter LocationRussellville
Air Time.....6 a.m.-11 a.m.
News ServiceAP
Station RepresentativeFriedenberg
President.....Jerrell A. Shepherd
Gen. Mgr., Pgm. Dir.....C. R. Horne
Commercial Manager...Randall L. McCarrell
Sales Prom. Mgr.....Leon L. Bryan
News, Publicity Director.....Morris Leming
Musical Director.....Ora Mae Lee
Chief Engineer.....William C. McKenney
Consulting Engineer.....Fred Grimwood

K U O A

**SILOAM SPRINGS—1923—MBS
RAZORBACK**

Frequency: 1290 Kc. Power: 5,000 Watts d.
Owned-Operated By.....KUOA, Inc.
Business-Studio Address...Siloam Springs
Phone Number77
News ServiceUP
Transcription Service.....World. SESAC
MembershipNAB, BAB
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
Consulting Engineer.....A. Earl Cullum

K B R S

**SPRINGDALE—1949—ABC
RAZORBACK**

Frequency: 1340 Kc. Power: 250 Watts d., n.
Owned-Operated By...Southwestern Pub. Co.
Address.....Ft. Smith, Ark.
Phone Number2-2011

Transmitter Location.....1 mile N. of City
Air Time.....5:30 a.m.-11 p.m., CST
News ServiceAP
Transcription ServiceCapitol
Station Representative.....Taylor Co.
President.....Donald W. Reynolds
Station Manager.....Walcott A. Wyllie
Chief Engineer.....Robt. Platt

K W A K

**STUTTGART—1948
MBS—KBS—RAZORBACK**

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By...Stuttgart Bcstg. Corp.
Business Address.....Box 271
Phone Number842
Transmitter Address.....1818 S. Buerkle
Air Time.....6 a.m.-M.
News ServiceUP
Transcription ServiceStandard
PresidentBeloit Taylor
Gen.-Station Manager.....Melvin P. Spann
Commercial Mgr.....Carroll Lee
Program Dir.....June Spawn
Chief Engineer.....Frank Newberry
Consulting Engineer.....John Mullaney

K W E M

WEST MEMPHIS—1947—PRS

Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Oper. By...West Memphis Bcstg. Corp.
Business-Studio Address...229 Broadway
Phone Number26344
Transmitter Location.....Highway 70
News ServiceUP
Transcription Service.....Lang-Worth
RepresentativeRa-Tel, PBS
Gen. Mgr., Farm Editor.....Hugh Murphy
Program Director.....Bill Edwards
Sales Prom. Mgr.....Jerry Smith

WHY IS **AP**
THE BEST?

BECAUSE—**AP** is faster, more
complete, more accu-
rate than any other
news service.

THE RADIO DAILY

1501 BROADWAY, NEW YORK 18

Wisconsin 7-6336

OFFICE OF
THE VICE-PRESIDENT

October 31, 1950

Mr. Harry Maizlish
Station KFWB
5833 Fernwood Ave.
Los Angeles, Calif.

Dear Harry:

Now that all your trials and tribulations are over regarding the purchase of the station and you are back on the job as a station owner and operator, please accept our congratulations and good wishes.

We, on RADIO DAILY, do not know of any man in our business who is more deserving of the whole-hearted cooperation of the people in Los Angeles than your good self. We also know of the night and day job that you do on every public service program that comes up in your territory.

Your station has become a leader in public service and because of this, it seems to me that every advertiser coming on your station would receive not only a good audience, but the type of audience that will do the buying.

With kindest personal regards,

Sincerely yours,

A handwritten signature in cursive script, appearing to read "Marvin Kirsch".

Marvin Kirsch

MK:hm

CALIFORNIA

Population 10,586,223—Increase 53.3% ('40-'50)—Radio Homes 3,248,650
Families 3,308,200—Stations in State 136

KDIA

AUBURN—2950

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By.....Charles E. Halstead
Business Address.....Diamond H Ranch
Phone.....1178
Pres., Gen., Comm. Mgr., Pgm., News
Dir., Chief Engr....Charles E. Halstead, Jr.

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.....88700-77900
Transmitter.....Poplar Lane at Rosedale Rd.
News Service.....UP
Transcription Service.....Lana-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.....Harl Mannes
Chief Engineer.....Ted Froming
Farm Editor.....Ralph Ryan

KBIS

BAKERSFIELD—1950

Frequency: 970 Kc. Power: 1000 d.
Owned-Oper. By.....Marmat Radio Co.
Studio Address.....957 Oak St.
Phone.....21465
Transcription Service.....Capitol
News Service.....UP
Gen., Prom. Mgr.....James L. McDowell
Sta., Comm. Mgr.....James E. Rennie
Asst. Gen. Mgr.....Guy Marchetti
Program Director.....George Crofford
Chief Engineer.....Richard Sampson

KERN

BAKERSFIELD—1932—CBS

Frequency: 1410 Kc. Power: 1000 Watts
Owned-Operated By....McClatchy Bdcstg. Co.
Business-Studio Address....Elk's Club Building
Phone Number.....8-8431
Transmitter Location....Oak and Ming Streets
Air Time.....6 a.m.-12 M.
News Service.....AP, INS, UP
Transcription Service.....World, Capitol
Representative.....Paul H. Raymer
Membership.....NAB

President.....Eleanor McClatchy
Station Manager.....Walter Baziuk
News Editor.....Philip Waterhouse
Technician.....Luverne Shatto
Farm Editor.....Herbert Arrossmith
Consulting Engr.....George C. Davis

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 & Eye Sts.
News Service.....UP
Transcription Service.....Standard
Representative.....Avery Knodel
Membership.....BAB, NAB
Owner.....Paul R. Bartlett
Manager.....Gene DeYoung
Commercial Manager.....Ed Urner
Program Director.....Warren Mead
Sales, Prom. Mgr.....Bob Gleason
News Director.....Ken Croes
Farm Editor.....Jon Hackett

KPMC

BAKERSFIELD—1933—ABC

Frequency: 1560 Kc. Power: 1000 Watts
Owned-Oper. By.....Pioneer Mercantile Co.
Address.....1532 20th St.
Phone Number.....8-8581
Transmitter Location....307 E. 21st St.
News Service.....UP
Transcription Service.....Thesaurus
Station Representative..George P. Hollingsbery
Membership.....NAB, BAB
President.....F. G. R. Schamblin
Station Manager.....L. A. Schamblin
Pgm., Dir. Comm. Mgr.....C. C. Sturm
News Director.....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
Chief Engineer.....Searcy Woodworth

An illustration of a radio store window display. The display case contains several stacks of records and a radio set on top. A crowd of people in 1930s-style clothing is walking past the store. A black box with white text is overlaid on the left side of the illustration.

**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.

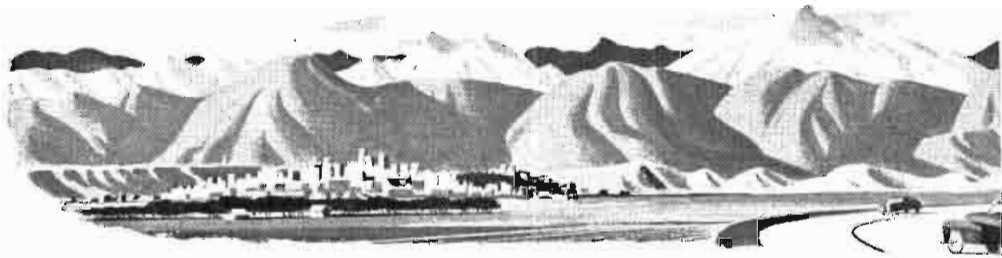
To cover this vast, rich area is a different coverage problem. The great distances, the mountains, the low ground conductivity make long-range broadcasting impractical — yet Don Lee is the only network that does not rely on long-range broadcasting.

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.

WILLIAM H. 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 15½ 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



KWTC

BARSTOW—1946—LIBERTY

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Mojave Valley Bcstg. Co.
 Business Address: Radio Center, P.O. Box 1230
 Phone Number: 4001
 Air Time: 7 a.m.-10 p.m.
 News Service: UP
 Transcription Service: World
 Rep.: Western Rad. Sales, Donald Cooke
 President: W. T. Brown
 Station Manager: Harry S. White
 Commercial Manager: Jim Harvey
 Chief Announcer: Johnny Griffin
 Chief Engineer: Fred Fullwood

KRE

BERKELEY—1923

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Central Calif. Bcstrs., Inc
 Address-Trans.: 601 Ashby Avenue
 Phone Number: 3-7715
 Air Time: 6 a.m.-12M.
 News Service: AP
 Membership: NAB, BAB
 Transcription Service: Standard
 Pres., Gen. Sta. Mgr.: Arthur Westlund
 Comm., Prom. Mgr.: Don Hambly
 Program Director: Les Avery
 Consulting Engineer: Commercial Radio

KYOR

BLYTHE—1948—BCA-LIBERTY

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated: Bcstg. Corp. of America
 Business-Studio Address: Box 668
 Phone Number: 2231
 Transmitter: 2 Mi. W. of Blythe, Hiway 60
 News Service: UP
 Representative: Wanamaker
 President: W. L. Gleeson
 Station Manager: Herb Booth
 Chief Announcer: Joe Siegle
 Chief Engineer: John Dim

KROP

BRAWLEY—1946—LIBERTY

Frequency: 1300 Kc. 1000 Watts d., 500 n.
 Owned-Oper. By: Bcstg. Corp. of America
 Address-Trans. Loc.: Del Rio Country Club
 Phone Number: 1300-1301
 Air Time: 5:30 a.m.-12M.
 Representative: Liberty Pacific Network Sales
 Membership: NAB
 President: W. L. Gleeson
 General Manager: Roy W. Sinor
 Commercial Manager: John Chandler
 Sales Prom. Mgr.: Roy W. Sinor

Program Director: Lynn Thomas
 Publicity Director: Pat Alexander
 Chief Announcer: Jim Ensselin
 News Director: Lynn Thomas
 Chief Engineer: Drew Walker

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 Sutton
 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
 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.
 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-Oper. By: KXOC, Inc.
 Address-Trans.: Radio Lane
 Phone Number: 3200
 News Service: UP
 Transcription Service: Standard, Associatd
 Representative: Pearson, Western, Moore
 President: Lincoln Dellar
 Gen., Sta., Comm. Mgr.: Donald J. Quinn

Publicity, News Dir. Dean Mell
 Chief Announcer Neil McIntyre
 Chief Engineer W. Berger

K B M X
COALINGA—1950

Frequency: 1470 Kc. Power: 500 d.
 Owned-Oper. By. Pleasant Valley Radio Co.
 Address Box 868
 Phone 136
 Transcription Service. Lang-Worth, SESAC
 News Service UP
 Partner, Pres. Benjamin M. Bowman
 General Manager. Red B. Bowman
 Commercial Manager. Alexandro Medina
 Program Director. Faye M. Bowman
 Chief Eng., News, Farm Dir. Don Daniels

K B U C
CORONA—1948—PACIFIC

Frequency: 1370 Kc. Power: 500 Watts
 Owned. American Pacific Bcstg. Co.
 Business Address. Box 111
 Phone Number 1370-1-2
 Studio-Transmitter Address. Custer Road
 News Service UP
 Transcription Service. MacGregor, Lang-Worth
 Membership NAB
 Representative McGillvra
 Partners. Elmer J. Bucknum, John G. Bucknum
 General Mgr. E. J. Bucknum
 Commercial Mgr. Mary Bucknum
 Sta. Mgr., Pgm. Dir. Chap Rollins
 Chief Announcer Cliff Miller
 News Director. Russ Bryant
 Chief Engineer. Don Kerr
 Consulting Engineer. Ron Oakley

K C H J
DELANO

CP: Frequency: 1010 Kc. Power: 1000 Watts
 d.
 Owned-Oper. By. Charles Herman Johnes
 Address P. O. Box 262
 Phone 9411
 Transcription Service SESAC
 News Service UP
 Pres., Gen. Mgr., Chief Eng. Charle H. Johnes
 Commercial Mgr. James Colo
 Pgm., News Direc. Jean J. Johnes
 Prom. Mgr. Marshall Colo

K R D U
DINUBA—1946—LIBERTY

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By. Radio Dinuba Co.
 Business-Studio Address. Box 157

Phone Number 500
 Transmitter Location. Bet. W. Dinuba & Reedley
 News Service AP
 Transcription Service Lang-Worth
 Gen., Comm. Mgr. Egan A. Hafer
 Program Director. Ruby Thiesen
 News Dir., Farm Editor. Jim Bailey
 Chief Engineer. Russ Friend

K X O
EL CENTRO—1927—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. Valradio Inc.
 Business Address. Box 140
 Phone Number 1100
 Transmitter-Studio Location. South 4th St.
 Air Time Unlimited
 News Service UP
 Newspaper Affiliation. Imperial Valley Pub.
 Co., Brawley News Pub. Co., Indio Date
 Palm
 Transcription Service Thesaurus
 Representative. Paul H. Raymer
 Membership NAB
 President. Paul A. Jenkins
 General Manager. Riley R. Gibson
 Commercial Manager. Belle Hovey
 Prog. Dir., Farm Editor. F. J. Wineriter
 Chief Engineer. Charles Grim

K H U M
EUREKA—1947—LBS-ABC

Frequency: 1240 Kc. Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By. Carroll R. Hauser
 Address Vance Hotel
 Phone Number 3900
 Transmitter Location. Murray St. at Railroad
 Air Time 6 a.m.-12M.
 News Service AP
 Transcription Service Capitol
 Representative. Pearson, Western Radio
 Pres., Gen., Sta. Mgr. Carroll R. Hauser
 Commercial Manager. Frank Smith
 Sales Prom. Mgr. Robert Russell
 Program Director. John Zane
 Production Director. John Alkire
 Chief Announcer. Barry Adams
 News Director. Robert Russell
 Musical Dir., Chief Engr. Dean Elliott
 Consulting Engineer. Everett Dillard

K I E M
EUREKA—1933—MBS-DON LEE

Frequency: 1480 Kc. Power: 5000 Watts
 Owned Opr. By. Redwood Bdcstg. Co., Inc.
 Address. Radio Center, E. Sixth St.
 Phone Number 4000
 Transmitter. Eureka Inlet, Humboldt Bay

CALIFORNIA

News ServiceUP
Transcription ServiceWorld
RepresentativeJohn Blair
MembershipNAB, 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 Bcstg. Co.
Address.....2100 East Oak St.
Phone Number.....5671
Air Time.....6 a.m.-10 p.m.
News ServiceAP
Transcription ServiceWorld
RepresentativeForjoe
PresidentEdward Mertle
Gen., Sta., Comm. Mgr.....Jack Till
Sales Prom. Mgr.....Hal Chertock
Program Director.....Raymond Boots
Chief Engineer.....Dean Kiner

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 Number4-2966
Transmitter.....Van Ness & Alluvial Aves.
News Service.....AP, INS
Transcription ServiceStandard
Representative.....Edward Petry
MembershipNAB
PresidentHattie Harm
General-Station Manager...Clyde F. Coombs
Exec. Sec., Promotion Manager...Eldora Roth
Program Director.....Ed Ropolo
News Director.....Bob Franklin
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 Number4-5001
Transmitter Location.....Monson
Air Time.....5:30 a.m.-M.
News ServiceUP
Transcription ServiceWorld
RepresentativeAvery-Knodel
MembershipNAB

Pres., Gen. Mgr.Paul R. Bartlett
Assistant Manager.....Keith L. Mealey
Program Director.....Ed J. Frech
Chief Engineer.....K. L. Mealey
Farm Editor.....Wally Erickson

K G S T

FRESNO—1949

Frequency: 1600 Kc.Power: 1000 Watts
Owned-Operated By...Delle BROADCASTING Co.
Address.....Farmer's Market
Phone Number.....6-6526 and 4-5459
Transmitter Location...Church & Hughes Sts.
Air Time.....6 a.m.-Sunset
News ServiceUP
Station RepresentativeForjoe & Co.
MembershipNAB, BAB
General Manager.....Sidney A. Mandel
Commercial Manager.....Morris Mindel
Program Director.....Edward R. Nix
Sports Director.....Joseph Kinser
Chief Engineer.....Milton Gerloff

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 Number3-6277
Air Time.....24 hours
Transmitter Location.....Kerman, Calif.
News Service.....AP, UP
Transcription ServiceCapitol
Representative.....Paul H. Raymer
MembershipNAB
PresidentEleanor McClatchy
Station Manager.....Hal Brown
Sales Manager.....Coyle Chambers
Program Manager.....Joe Tomes
News Editor.....Bill Sanford
Chief Technician.....William M. Wallace
Farm Editor.....Ed Sturgeon
Consulting Engineer.....George C. Davis

K Y N O

FRESNO—1947—DON LEE

Frequency: 1300 Kc.Power: 1000 Watts
Owned-Oper. By.....Radio KYNO, The Voice
of Fresno
AddressHotel Fresno
Phone Number2-6141
Transmitter Location.....Barton Ave.
Air Time.....5 a.m.-12M.
Representative.....Pearson, Hollingbery
MembershipNAB
PresidentRobert Schuler
General Manager.....L. E. Chenault

Commercial Manager.....Joe Hinman
 Prom. Mgr., Pub. Dir.....Wanda Woods
 Program Director.....Leo Goldman
 Chief Announcer.....Fred White
 News Director.....Hap Haggard
 Chief Engineer.....Bert Williamson

KIEV

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

KNGS

HANFORD—1948

Frequency: 620 Kc.....Power: 1000 Watts
 Owned-Operated By.....Hanford Publishing Co.
 Business Address.....P. O. Box 620
 Phone Number.....620
 Air Time.....5 a.m.-M.
 Studio & Trans.....4 Mi. E. Hanford Hgway, 198
 Newspaper Affiliation.....Hanford Sentinel,
 Hanford Journal
 News Service.....INS, UP
 Transcription Service.....Associated, World
 Gen. Mgr., Chief Engr.....Don C. Reeves
 Commercial Mgr.....Gene Williams
 Program Dir.....E. C. Balthis
 Chief Engineer.....Don C. Reeves

KECA

LOS ANGELES—1929

Frequency: 790 Kc.....Power: 5000 Watts d.,
 5000 Watts n.
 Owned-Oper. By.....American Bcstg. Co., Inc.
 Address.....1539 N. Vine St., Hollywood 28, Cal.
 Phone Number.....HUDson 2-3141
 Transmitter Location.....2951 Fairfax Ave., L. A.
 Air Time.....Unlimited
 News Service.....AP, INS, UP
 Transcription Service.....Lang-Worth
 Representative.....ABC Spot Sales
 Membership.....BAB
 President.....Robert E. Kintner
 General Manager.....Frank Samuels
 Station Manager.....Francis H. Conrad
 Commercial Manager.....Amos Baron
 Promotion Manager.....John Hansen
 Program Director.....Bud Edwards
 Production Director.....Dresser Dahlstead
 Publicity Director.....Virginia West
 Chief Announcer.....Dresser Dahlstead
 News Director.....Frank La Tourette
 Musical Director.....Buzz Adlam
 Chief Engineer.....Philip G. Caldwell
 Consulting Engineer.....Kear & Kennedy

KFWB

HOLLYWOOD—1925

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Oper. By.....KFWB Broadcasting Corp.
 Business-Studio Add.....6419 Hollywood Blvd.
 Phone Number.....HE 5151
 Transmitter.....5775 W. Jefferson, Los Angeles
 Air Time.....Unlimited
 News Service.....AP, INS, UP
 Representative.....William G. Rambeau Co.
 Pres. & Gen. Mgr.....Harry Maizlish
 Pub. & Adv. Direc.....Sydney Yallen
 Pgm. & Prod. Dir.....William V. Ray
 News & Special Events Dir.....Al Gordon
 Chief Announcer.....Joe Yocam
 Chief Engineer.....Harry Myers

(See Page 334)

KGFJ

HOLLYWOOD—1926

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Ben S. McGlashan
 Business-Studio Address.....6314 Sunset Blvd.
 Phone Number.....Hillside 0201
 Transmitter.....Washington & Oak Sts., L. A.
 News Service.....UP
 Transcription Service.....Muzak
 Owner.....Ben S. McGlashan
 General Manager.....Thelma Kirchner
 Commercial Manager.....Jim Strain
 Chief Engineer.....Homer Obuchon
 Consulting Engineer.....Comm. Rad. Equipt. Co.

KLAC

HOLLYWOOD—1946

Frequency: 570 Kc.....Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By.....KMTR Radio Corp.
 Address.....1000 Cahuenga Blvd.
 Phone Number.....HUDson 2-7311
 Transmitter Location.....Soto & Indiana Sts.
 News Service.....INS, UP
 Transcription Service.....Capitol, SESAC
 Representative.....Adam J. Young, Jr.
 President.....Mrs. Dorothy Schiff
 Exec. V.P. & Sta., Gen. Mgr.....Don Feddersen
 Commercial Manager.....Dave Lundy
 Program Director.....C. G. Renier
 Publicity Director.....Red Doff
 News Director.....Jim McNamara
 Musical Director.....Roc Hillman
 Dir. of Engr.....R. W. Conner
 Consulting Engr.....Craven, Lohnes, Culver

KREO

INDIO—1946

LIBERTY & PACIFIC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Bcstg. Corp. of America
 Address.....Box 707 Indio

AP SELLS

For Stations and Sponsors —

For instance . . . KGER

“Freeman A. McKenzie, Jr., Long Beach Ford dealer, tells us their daily 15-minute AP newscasts over KGER have produced excellent new and used car sales, increased service business and new business from nearby communities.

“Although I have been in radio more than ten years, I had not used Associated Press news service until two years ago. I find that AP news has meant extra business for us. It is the finest news service I have ever known.”

GALEN O. GILBERT,
General Manager,
KGER, Long Beach, Calif.

CALIFORNIA

Phone Number73-403
 Air Time.....6 a.m.-11 p.m.
 News ServiceUP
 Transcription ServiceWorld
 Representative.....San Francisco—William
 Ayres; Los Angeles—Lee F. O'Connell
 MembershipNAB
 Pres., Gen., Mgr.....William L. Gleason
 Sta., Comm. Mgr.....Douglas Caplette
 Pgm., Prod. Dir.....Daniel B. Speare
 Chief Announcer.....Jim Tracewell
 News Director.....Tommy Long
 Musical Director.....Alex Derma
 Chief Engineer.....James Tracewell

KTED

LAGUNA BEACH—1949

Frequency: 1520 Kc. Power: 1000 d; 250 n.
 Owned-Oper. By... Uni. Radio Features Synd.
 Business Address.....424 Glenneyre
 Phone Number1520
 News ServiceAP
 Transcription Service.....Thesaurus, V/world
 RepresentativeGrant
 President, General Mgr.....Tom E. Danson
 Comm., Prom. Mgr.....James M. Matheny
 Chief Announcer.....Richard S. Morgan
 Chief Engineer.....Allan L. Campbell

KAVL

LANCASTER—1950

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By.....Antelope Bcstg. Co.
 Address.....P. O. Box 1192
 Phone1000
 Transcription ServiceWorld
 News ServiceUP
 Pres., Gen. Mgr.....W. B. Carter
 Commercial Manager.....H. L. Comstock
 Chief Engineer.....James French

KCVR

LODI—1946—KBS

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By... Central Valley Radio
 Business Address.....P. O. Box 600
 Phone Number.....Lodi 1700
 Transmitter Studio.....1.8 Mi. N.W. of Lodi
 News ServiceUP
 Transcription ServiceStandard
 General Manager.....Herbert W. 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
 News ServiceUP

Transcription Service..Standard, Lang-Worth
 RepresentativeBurns-Smith
 MembershipNAB
 Pres., Gen. Mgr., Pgm. Dir.....Hal G. Nichols
 Promotion Mgr.....Norman Masterson
 Comm. Mgr., Chief Engr.....L. W. McDowell

KGER

LONG BEACH—1926

Frequency: 1390 Kc. Power: 5,000 Watts
 Owned By... John Brown Schools of Calif., Inc.
 Business-Studio Address.....3745 Atlantic
 Phone Number467-907
 Transmitter.....Atlantic & Olive, Hynes
 News ServiceAP
 Transcription Service.....SESAC, Cole
 President.....John E. Brown
 Gen.-Sta.-Comm. Mgr.....Galen Gilbert
 Pgm., Pub. Dir.....William George
 Sales Prom. Mgr.....Dick Walsh
 News Director.....Finis Bell
 Musical Dir.....Peter Slack
 Chief Engineer.....Luther Crumbaugh
 Farm Editor.....Al Mallicoat
 Consulting Engineer.....Ron Oakley

KFAC

LOS ANGELES—1931

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By... Los Angeles Bcstg. Co., Inc.
 Business-Studio Address.645 S. Mariposa Ave.
 Phone Number.....Dunkirk 4-1231
 Transmitter Location...3725 Chesapeake Ave.
 Air Time.....24 hrs.
 News ServiceAP
 Transcription Service.....Associated, SESAC
 MembershipNAB, 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

KFI

LOS ANGELES—1922—NBC

Frequency: 640 Kc. Power: 50,000 Watts
 Owned-Operated By...Earle C. Anthony, Inc.
 Business-Studio Address..141 N. Vermont Ave.
 Phone Number.....Dunkirk 2-2121
 Transmitter Location.....Buena Park
 News ServiceAP, UP
 Trans. Serv.....Capitol, Associated, World
 President-Owner.....Earle C. Anthony
 General Manager.....George A. Whitney
 Gen., Sales Mgr.....Kevin B. Sweeney
 Program Dir.....Pat Kelly
 Chief Announcer.....George Dvorak
 Musical Director.....Bob Mitchell
 Chief Engrs.....C. Mason, H. L. Blatterman
 Farm Editor.....Nelson McIntinch

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.-2 a.m.
 News Service: UP
 Transcription Service: Lang-Worth
 Membership: NAB
 P.es., Gen. Mgr.: Frank Burke, Jr.
 Commercial Manager: Vern Lindblade
 Program Director: Carl Brewster
 Chief Announcer: Clyde Cadwell
 Chief Engineer: Leonard Reeves

K H J

LOS ANGELES—1922

Frequency: 930 Kc. Power: 5,000 Watts
 Owned-Operated By: Don Lee Bcstg. System
 Address: 1313 N. Vine St., Hollywood
 Phone Number: Hudson 2-2133
 Transmitter Location: Venice Blvd.
 Air Time: 6 a.m.-M.
 News Service: AP, INS
 Transcription: World
 Representative: John Blair
 Membership: NAB, BAB
 President: Willet H. Brown
 V.P. & Gen. Counsel: Donn B. Tatom
 V.P. chg. Sales: Ward D. Ingram
 Sales Manager: George Whitney
 Sales Prom. Mgr.: 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
 News Dir., Farm Editor: Les Mcwhinney

K M P C

LOS ANGELES—1927—LIBERTY

Frequency: 710 Kc. Power: 50,000 Watts
 d.: 10,000 Watts DA n.
 Owned-Oper. By: The Station of the Stars, Inc.
 Address: 5939 Sunset Boulevard
 Phone Number: Hollywood 9-5341
 Transmitter Location: 12755 Burbank Blvd.,
 North Hollywood
 Air Time: 5:15 a.m.-M.
 News Service: INS, UP
 Transcription Service: Standard, Lang-Worth
 Representative: H-R Representatives
 President: John Patt
 Gen. Mgr. & V.P.: Robert O. Reynolds
 V.P. & Asst. Gen. Mgr.: Loyd C. Sigmon
 Sales Mgr.: Tom Frandsen; National Sales
 Mgr.: Charles Cowling
 V.P. in Chg. of Bcsts.: Mark Haas
 Dir. of Pub. Rela.: John Baird

Chief Announcer: Howard Flynn
 News Director: Jim McCulla
 Musical Director: Jerome Sybilrud
 Engineering Supervisor: Mal Mobley, Jr.
 Farm Editor: Charles Stone

K N X

LOS ANGELES—1924—CBS

Frequency: 1070 Kc. Power: 50,000 Watts
 Owned-Oper. By: Columbia Bcstg. System, Inc.
 Business-Studio Address: 6121 Sunset Blvd.
 Phone Number: HOLLYWOOD 9-1212
 Transmitter Location: Torrance, Calif.
 Air Time: 5:25 a.m.-1:05 a.m.
 News Service: AP, UP
 Transcription Service: Lang-Worth
 Representative: Radio Sales, CBS
 President (CBS): Frank Stanton
 V.P., Gen. Exec.: Howard S. Meighan
 Station Manager: Merle S. Jones
 Sales Manager: Edwin W. Buckalew
 Sales Prom. Mgr.: Ralph Taylor
 Program Director: George W. Allen
 Production Director: Allen Botzer
 Publicity Director: Earl Brownfield
 News Director: Jack Beck
 Musical Director: Lud Gluskin
 Chief Engineer: Les Bowman
 Farm Editor: Robert Wilson

K P O L

LOS ANGELES

C.P. Frequency: 1540 Kc. Power: 5000 Watts
 d.
 Owned-Oper. By: Coast Radio Bcstg. Corp.
 Address: 877 So. Tremaine Ave.
 Phone: Wyoming 8081
 President: Hugh R. Murchison

K R K D

LOS ANGELES—1927

Frequency: 1150 Kc. Power: 5000 d.; 1000 n.
 Owned-Oper. By: Radio Bctrs., Inc.
 Business-Studio Address: 541 So. Spring St.
 Phone Number: TRucker 7111
 Transmitter Location: 1050 Montecito Drv.
 News Service: INS
 Transcription Service: Associated, SESAC
 Membership: NAB
 President: Frank P. Doherty
 General-Station-Comm. Mgr.: Ned Connor
 Publicity Director: Doug Douglas
 Pgm. Dir.-Chief Announcer: Charles Clifton
 Chief Engineer: Willis O. Freltag

K M Y C

MARYSVILLE—1940—MBS-DON LEE

Frequency: 1450 Kc. Power: 250 Watts
 Owner-Oper.: Marysville-Yuba City Bcstrs., Inc.
 Business Address: P. O. Box 631

CALIFORNIA

Phone Number 2-2396
 Transmitter Location.. Laurellan Rd., District 10
 Air Time..... 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative..... W. S. Grant
 Membership NAB
 President..... H. E. Thomas
 Gen.-Station Comm. Manager... Joe D. Carroll
 Program Director..... William R. Cleveland
 Chief Announcer..... Joe Setran
 News Director..... Hedley Hall
 Chief Engineer..... Loyd McQueary

K Y O S

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

K M O D

MODESTO—1950—ABC

Frequency: 1360 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Radio Modesto, Inc.
 Address..... P. O. Box 941
 Phone 3838
 Transcription Service World
 News Service AP
 Owner, Gen. Mgr..... John H. Schacht
 Commercial Manager..... Ron Sweeney
 Pgm., News Director..... Gene D'Accardo
 Chief Engineer..... Robert Harrell

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 774-5
 Studio-Transmitter..... Norwegian Ave.
 Air Time..... 4:45 a.m.-2 a.m.

if...

California—the nation's
 Second Retail State—
 is your market...

and... you recognize
 that **SUCCESSFUL**
RADIO ADVERTISING
 demands local tie-in
MERCHANDISING...

you...

ABSOLUTELY CANNOT
OVERLOOK the Pacific
 Regional Network, your
 Best Salesman in
 California...

because..

the Pacific Regional
 Network, the nation's
 most flexible sales and
 merchandising radio
 station network...

... offers to advertisers
 (1) network time pur-
 chase of any or all of 49
 separate California
 AM radio stations;
 (2) outstanding program-
 ming; and (3) **LOCAL**
 radio sales promotion
 in all its ramifications...
 at substantial savings in
 time, effort and money.

For details write, wire, or phone

PACIFIC REGIONAL NETWORK
 6540 SUNSET BOULEVARD • PHONE Hillside 7406 • HOLLYWOOD 28, CALIFORNIA

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
 Chf. Anncr., News, Farm Editor
Charles McEwen
 Musical Director.....Gene Stevens
 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

MT. SHASTA—1947

Owned-Oper. By.....Shasta Cascade Bcstg. Corp.
 Address.....E. Alma Street
 Phone Number.....2124
 Air Time.....7 a.m.-10 p.m.
 News Service.....AP
 Transcription Service.....Standard
 Station Representative.....Western, Continental,
 E. Coast
 Membership.....NAB
 President.....Vernita Adler
 General Manager.....Arthur Adler
 Station Manager.....David H. Rees
 Program Director.....Iola Huntingdon
 Chief Engineer.....Donald F. Keys

K V O N

NAPA—1947—LIBERTY

Frequency: 1440 Kc.....Power: 500 Watts
 Owned-Operated By.....Napa Bcstg. Co.
 Address.....Foster Rd.
 Phone Number.....6-2023
 Air Time.....6 a.m.-10:30 p.m.
 News Service.....AP
 Newspaper Affiliation.....Vallejo News Chroni-
 cle, Vallejo Times-Herald
 Transcription Services.....World, Associated
 Representative.....Forjoe
 Pres., Gen. Mgr.....Luther E. Gibson
 Commercial Manager.....David Bous
 Pgm. Dir., Chief Anncr.....George W. Grayson
 Chief Engineer.....Herbert Vanderbeek
 Farm Editor.....Herman Baade

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 1-0680
 Transmitter Location.....Tribune Tower
 Air Time.....6 a.m.-M.
 Newspaper Affiliation.....Oakland Tribune
 News Service.....AP, UP
 Transcription Service.....Bruce Fells, World
 Representative.....Burn-Smith
 Membership.....NAB
 President.....J. R. Knowland, Jr.
 Gen. Station Manager.....Glenn Shaw
 Program Director.....Jerry Morton
 Commercial Manager.....J. Milton Serepan
 Musical Director.....Lou Dean Grow
 Publicity Director.....Gloria Markoff
 News Director.....John K. Chapel
 Chief Engineer.....Roswell S. Smith
 Consulting Engineer.....E. C. Page

K R O W
OAKLAND—1925

Frequency: 960 Kc.....Power: 1000 Watts d.,
 1000 Watts n.
 Owned-Operated By.....KROW, Inc.
 Address.....464 19th St.
 Phone Number.....TWinoaks 3-9600
 Transmitter Location.....1520 8th Ave.
 Air Time.....5:30 a.m.-2 a.m.
 News Service.....UP
 Transcription Service.....Standard, Associated
 Representative.....Ra-Tel Repr., Inc.
 Membership.....NAB
 President.....Sheldon F. Sackett
 Gen. Sta. Mgr.....Alan L. Torbet
 Commercial Manager.....David M. Sacks
 Promotion Manager.....Alan L. Torbet
 Program Director.....Russ Coughlan
 Publicity Director.....Mercedes Prosser
 Chief Announcer.....Russ Coughlan
 News Director.....William Winter
 Chief Engineer.....Paul Leake
 Consulting Engineer.....Andrew Ring

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 Arney

CALIFORNIA

Production Director.....George Oxford
 Chief Announcer.....Bob Bouard
 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 Croiford
 Chief Engineer.....Floyd Hall
 Farm Editor.....Gene Durbin

K D A N OROVILLE—1947

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Mercury Bcstg. Co.
 Address.....P. O. Box 231
 Phone Number.....1340
 Transmitter Location.....In Oroville on Levee
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth
 General Manager.....Ray L. Partridge
 Promotion Manager.....William Aiston, Jr.
 Program Director.....Ray L. Partridge
 Chief Engineer.....Ray L. Partridge
 Farm Editor.....William Lambertson

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.....6:45 a.m.-11:30 p.m.
 News Service.....UP
 Representative.....John E. Pearson
 President.....Richard W. Joy
 Gen. Station Mgr.....Roland B. Valle
 Commercial Mgr.....Harry Davis
 Program Mgr.....Dorothy Fanning
 News Director.....Paul Grannis, Jr.
 Chief Engineer.....Donald C. McBain

K I B E PALO ALTO—1949

Frequency: 1220 Kc.....Power: 250 Watts
 Owned-Oper. By.....James Blaine Rhodes
 Address.....813 Fremont, Menlo Park

Phone Number.....Davenport 2-5055
 Transmitter.....E. Palo Alto
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Scott & Co.
 Membership.....NAB
 Gen., Sta. Mgr.....Joy B. Rhodes
 Commercial Manager.....Walter Grau
 Sales Prom. Mgr.....William Gunning
 Program Director.....John Egan
 Chief Announcer.....Robert Seaman
 Consulting Engineer.....Ray Mort

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
 Transcription Service.....Capitol
 Representative.....Schepp-Reiner
 Owner.....John H. Poole
 Manager.....Aubrey H. Ison
 Commercial Manager.....J. Newton Yates
 Program Director.....Allan Berg
 News Director.....George Nemett
 Music Director.....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 Annr.....Carl Saunders
 Musical Dir.....Cliff Stone
 Chief Engineer.....Jack Reader
 Farm Editor.....Dr. LeRoy Smith

K W K W PASADENA—1942

Frequency: 1300 Kc.....Power: 1000 Watts
 Owned-Oper. By...Southern Calif. Bcstg. Corp.
 Address.....800 Sierra Madre Villa
 Phone Number.....Ryan 1-6744
 News Service.....UP
 Representative.....Forjee
 Membership.....NAB
 President.....Marshall S. Neal
 Gen.-Station-Comm. Mgr.....William J. Beaton
 Pgm. Dir., Chief Annr.....Bill Garr
 Publicity Director.....Clair Hughes
 News Director.....Bob Knouse

Chief Engineer.....Paul W. Spargo
Farm Editor.....Gordon Baker Lloyd

K P R L

PASO ROBLES—1946—MBS-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
Commercial Mgr.....Jack B. Wasson
Chief Engineer.....Dale Schwartz
Consulting Engineer.....Lohnes & Culver

K A F P

PETALUMA—1950

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Petaluma Bcstrs., Inc.
Address.....Box 480
Phone.....183
Transcription Service.....Thesaurus
News Service.....UP
Pres., Gen., Comm. Mgr.....Harold A. Sparks
Chief Engineer.....Forrest W. Hughes
News Director.....Ted Kenessey
Pgm. Dir., Prom. Mgr.....Catherine E. Sparks
Farm Editor.....Bob Bishop

K E C C

PITTSBURG—1949

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Operated By.....KECC, Inc.
Business Address.....235 Railroad Ave.
Phone Number.....2-2964
Transmitter Address.....Collinsville
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World
Representative.....Western
General Mgr.....Mel D. Marshall
Commercial Mgr.....John C. McFarland
Program Manager.....Ted Mermod
News Director.....Fred Knop
Chief Engineer.....Merlin W. Haag
Consulting Engineer.....McIntosh & Englis

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. Wickstrom
Comm., Prom. Mgr.....Jim Oliver
Chief Engineer.....Buck Rogers

K T I P

PORTERVILLE—1946—LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....J. F. Tighe
Business-Studio Address...Newcomb & Grand
Ave., P. O. Box 1312
Phone Number.....1450 & 1451
Transmitter Location.....Newcomb Ave.
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World
Representative.....Cook, Grant
Membership.....NAB, BMB, SCBA
General Manager.....Frank Robinson Brown
Program Director.....Marjorie B. Lay
Chief Engineer.....John M. Herman
News Editor.....Kenneth Clifford, Jr.

K B L F

RED BLUFF—1946—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Tehama Bcstg. Co.
Studio-Business Address...346 Oak St.
Phone Number.....354
Transmitter Location.....E. Red Bluff
Air Time.....6:45 a.m.-10 p.m.
Representative.....Tracy Moore
Membership.....NAB, BMB
General Mgr.....Arvo Haapanen
Pgm. Dir., Chief Engr.....Howard Parsons

K V C V

REDDING—1938—MBS

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Golden Empire Bcstg. Co.,
Inc.
Address.....Box 717, Merced
Phone Number.....1646
Transmitter Location.....2 miles NE City
Air Time.....6 a.m.-12M.
News Service.....UP
Transcription Service.....World
Representative.....W. S. Grant Co.
President.....Mrs. Hugh McClung
Station Manager.....Fred M. Stuelpnagel
Commercial Manager.....H. E. McCarty
Promotion Manager.....Robert Hoskins
Pgm., Prod. Dir.....Lyle Mathys
Publicity Director.....Frances Bruce
Chief Announcer.....Vincent Lambert
News Director.....Charles Castor
Musical Director.....Ted Dooley
Chief Engineer.....Russ Pope
Farm Editor.....Vincent Lambert
Consulting Engineer.....Kier & Kennedy

K Z Y Z

REDLANDS—1949

Frequency: 990 Kc.....Power: 1000 d.
Owned-Oper. By.....Orange Empire Bcstg. Co.
Address.....208 1/2 Orange St.

KPRO

**RIVERSIDE—1941—BCA
LIBERTY—PACIFIC**

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. Duane Wanamaker
President-General Mgr. W. L. Gleeson

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. Route 3, Box 1213 A
Air Time. 6 a.m.-12M.
News Service. UP, AP
Transcription Service. World
Representative. Robert Meeker, W. S. Grant
Membership. NAB
President-General Mgr. Ewing C. Kelly
Commercial Manager. John Dupell
Program Director. Irma Davis
News Director. Jack Matranga
Chief Engineer. W. Herbert Hartman
Farm Editor. Dick Wood

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
News Service. UP, AP
Transcription Service. Capitol
Representative. Paul H. Raymer
Membership. NAB
President. Eleanor McClatchy
Station Manager. Keith B. Collins
Director of Sales. Perry Nelson
Publicity & Promotion. Tom C. Flynn
Program Manager. Richard S. Burdick
News Editor. Victor Blanks
Music Librarian. Herbert Harrison
Chief Engineer. Stam Sronce
Farm Editor. Ray Rodgers
Consulting Engineer. George C. Davis

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
Gen., Sta. Mgr. Clyde F. Coombs
Commercial Manager. Byron H. Nelson
Ass't Mgr., Pgm. Dir. William J. Ratcliff
News Director. Henry Thornley
Chief Engineer. William Karpisek
Farm Editor. Scotty Mortland
Consulting Engineer. A. D. Ring & Co.

KXOA

**SACRAMENTO—1945
MBS-DON LEE**

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Oper. By. Sacramento Bcstrs., Inc.
Phone Number. Hickory 9-3576
Transmitter Location. N. Sacramento 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 Director. I. Earle Russell
News Director. Hal Laffoon
Chief Engineer. Ewald Berger
Consulting Engineer. A. D. Ring

KSBW

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. 807
Studio-Transmitter. Laurel Dr.
News Service. AP
Transcription Service. Standard
Representatives. Burn-Smith, Western
Membership. NAB
Pres., Gen., Sta. Mgr. Dr. Harry Morgan
Commercial Manager. William M. Oates
Pgm. Dir., Chief Anncr. Raymond A. Wilson
Prod., Pub. Dir. James R. Oliver
Musical Director. James Robinson
Chief Engineer. Robert K. Cobb
Consulting Engineer. A. D. Ring and Co.

KCSB

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
News Service. AP, UP
President-Gen. Mgr. Mrs. Essie Binkley West
Commercial Prom. Mgr. Dave W. Adams

CALIFORNIA

Program Director Chap Rollins
Chief Engineer Walter Bronson

Chief Announcer Wyn Stewart
Chief Engineer George W. Brock

KFXM

SAN BERNARDINO—1929—MBS

Frequency: 590 Kc. Power: 1000 Watts
Owned-Operated By Lee Bros. Bcstg. Corp.
Business-Studio Address 512 Fifth St.
Phone Number 4761
Transmitter Location S. "E" St.
Air Time 5:30 a.m.-M.
News Service UP
Transcription Service World
Representative John Blair
President J. Clifford Lee
General Manager Gene W. Lee
Commercial Manager Don S. Cummings
Sales Prom. Mgr.-Pub. Dir. Lowell Smith
Program Director Erma Jones
Prod., News Direc. John Harder
Chief Announcer Jim O'Leary
Chief Engineer George Ewing
Farm Editor Howard Baichly
Consulting Engineer Comm. Rad. Equipt. Co.

KITO

SAN BERNARDINO—1947—ABC

Frequency: 1290 Kc. Power: 5000 Watts d.
5000 Watts n.
Owned-Operated By KITO, Inc.
Address 569 Fourth St.
Phone Number 7807
Transmitter Location 1416 E. Baseline
Air Time Unlimited
News Service UP
Transcription Service Capitol
Representative Hollingbery
Pres., Gen., Sta. Mgr. J. J. Flanigan
Commercial Manager Charles Foll
Pgm., Prod. Dir. Arnold Benum
Publicity Director Marshall King
Chief Announcer Jerry Lietz
News Director Leo Cross
Musical Director Betty Jean Doop
Chief Engineer Richard Klitzing
Farm Editor Fred Reinhardt
Consulting Engineer Owen Ford

KRNO

SAN BERNARDINO—1948

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Western Empire Bcstrs., Inc.
Address 990 Colton Ave
Phone Number 8-2771
Air Time 6 a.m.-M.
News Service AP
Representatives Cook, Western
Transcription Service SESAC
President, Comm. Mgr. James W. Gerrard
General Manager Norman H. Rogers
Program Director Robert Stone

KFSD

SAN DIEGO—1926—NBC

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By Airfan Radio Corp. Ltd.
Business-Studio Address U. S. Grant Hotel
Phone Number Franklin 6353
Transmitter Location Emerald Hills Golf Course
Air Time 6 a.m.-M.
News Service INS
Transcription Service World
Representative Paul H. Raymer
Membership NAB
President Thomas E. Sharp
Manager John C. Merino
Program Director Deane Long

KGB

SAN DIEGO—1926—MBS-DON LEE

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Operated By Don Lee Bcstg. Syst.
Address Greyhound Terminal Bldg.
Phone Number Franklin 6151
Air Time 6 a.m.-M.
News Service UP
Transcription Service World
Representative John Blair
Station Manager F. D. Ide
Comm. Sales Prom. Mgr. Hobby Myers
Pgm. Dir. Jerry Lee Pecht
Chief Engineer William G. Collins

KCBQ

SAN DIEGO—1946—CBS

Frequency: 1170 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By Charles E. Salik
Business Studio Address 1405 Fifth Ave.
Phone Number Franklin 1315
Transmitter Location 62nd & El Cajon Blvd.
Air Time 6 a.m.-1 a.m.
News Service UP
Transcription Lang-Worth, Standard
Representative George P. Hollingbery
Membership NAB, BAB
Pres., Gen. Mgr. Charles E. Salik
Commercial Manager Graham H. Moore
Sales Prom. Mgr. Joseph Miller
Program Director Grady Edney
Prod. Dir., Chief Anncr. Robert Regan
News Director Richard Boynton
Musical Director Betty Hersey
Chief Engineer Charles J. Sherburne
Farm Editor Howard Keddie
Consulting Engineer Silliman & Barclay

KFMB

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

KSDO
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.-M.
 Newspaper Affiliation...San Diego Union, San
 Diego Evening Tribune
 News Service.....UP, AP
 Transcription Service.....Standard
 Representative.....Sears & Ayer, Western
 V.P.-General Manager.....Jack Heintz
 Pgm. Dir.....Wilson Edwards
 Chief Engineer.....Vern Milton

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.....Associated
 Representative.....Forjoe
 V.P., Gen. Mgr.....Fred Rabell
 V.P., Comm. Mgr.....Gordon Studebaker
 Program Director.....Dorothy Johnson
 Chief Engineer.....Warren Williamson

KGIL
SAN FERNANDO—1947

Frequency: 1260 Kc.....Power: 1000 Watts
 Owned-Oper. By...San Fernando Va. Bcstg. Co.
 Business Address.....4919 Van Nuys Blvd.
 Phone Number.....State 4-6291
 Transmitter Location.....14808 Lassen St.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Pres., General Mgr.....F. J. Smalley, Jr.
 Commercial Manager.....Howard P. Grey
 Program Director.....Allan W. McKee
 Chief Engineer.....Jay Rice
 Consulting Engineer.....Ron Oakley

KCBS

SAN FRANCISCO—1912—CBS

Frequency: 740 Kc.....Power: 5000 Watts d.,
 5000 Watts n.
 Owned-Oper. By...CBS System, Inc., Calif.
 Address.....Palace Hotel
 Phone Number.....YUkon 2-7000
 Transmitter Location.....Alviso
 Air Time.....5:50 a.m.-M.
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....Radio Sales, Inc.
 President (CBS).....Frank Stanton
 Vice-Pres. & Gen. Mgr.....Arthur Hull Hayes
 Commercial Manager.....Jules Dundes
 Prom. & Adv. Mgr.....Howard Luck Gossage
 Program Director.....Fred Ruegg
 Publicity Director.....William Cullenward
 Chief Announcer.....Deane Stewart
 News Director.....William Nietfield
 Musical Director.....Raymond Hackett
 Chief Engineer.....Alan Cormack
 Farm Editor.....Gordon Roth

KFRC

SAN FRANCISCO—1924
MBS-DON LEE

Frequency: 610 Kc.....Power: 5000 Watts
 C.P.: 50,000 Watts
 Owned-Operated By...Don Lee Bcstg. System
 Business-Studio Address...1000 Van Ness Ave.
 Phone Number.....Prospect 6-0500
 Transmitter Location.....1000 Van Ness Ave.
 Air Time.....Unlimited
 News Service.....AP, INS
 Transcription Service.....World
 Representative.....John Blair
 Membership.....NAB
 V.P.-Gen. Sta. Mgr.....William D. Pabst
 Commercial Manager.....Merwyn L. McCabe
 Sales Prom. Mgr.-Pub. Dir.....Dink Templeton
 Program Dir.-Prod. Mgr.....Mel Venter
 Chief Announcer.....Lewis Pfeifer
 Musical Director.....Lyle Bardo
 News Director.....Bill Nietfield
 Chief Engineer.....E. G. Underwood
 Farm Editor.....Bert Buzzini

KG O

SAN FRANCISCO—1924—ABC

Frequency: 810 Kc.....Power: 50,000 Watts
 Owned-Operated By...American Bcstg. Co.
 Business Address.....155 Montgomery St.
 Phone Number...Exbrook 2-6544; Greystone
 4-6565
 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

ACES IN THE SAN FRANCISCO AREA



San Francisco's
leading
independent
radio station



San Francisco's
pioneer
television
station

Represented by
WM. G. RAMBEAU CO.

Represented by
THE KATZ AGENCY

ONE NOB HILL CIRCLE • SAN FRANCISCO • CALIFORNIA • TELEPHONE EXBROOK 2-4567

CALIFORNIA

President (ABC).....Robert E. Kintner
General-Station Manager.....Gayle V. Grubb
Commercial Manager.....Vincent Francis
Sales Promotion-Pub. Dir.....Maury Baker
Program Director.....Bloyce Wright
Chief Announcer.....John Galbraith
News Director.....Vic Reed
Musical Director.....Phil Bovero
Chief Engineer.....A. E. Evans
Consulting Engineer.....Kear & Kennedy

K J B S

SAN FRANCISCO—1924

Frequency: 1100 Kc.....Power: 1000 Watts d
Owned-Operated By.....KJBS Bcstrs.
Business Studio Address.....1470 Pine St.
Phone Number.....Ordway 3-4148
Transmitter Location.....1470 Pine St.
Air Time.....5 a.m.-Local Sunset
News Service.....UP, INS
Transcription Service.....Standard, MacGregor,
Lang-Worth, Associated
Representative.....Headley-Reed
Membership.....NAB
Gen. Mgr.-Sta. Mgr.....Edwin P. Franklin
Comm. Mgr.....Stanley G. Breyer
Pgm. Dir.-Prod.-Pub. Mgr.....Charles F. Pendleton
Chief Engineer.....Wayne Berthold

KNBC

SAN FRANCISCO—1922—NBC

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Operated By.....National Bcstg. Co.
Address.....420 Taylor St.
Phone Number.....GRaystone 4-8700
Transmitter Location.....Belmont
Air Time.....Unlimited
News Service.....AP, INS, UP
Transcription Service.....Thesaurus, Standard
Representative.....NBC Spot Sales
Membership.....NAB, BAB
President (NBC).....Joseph H. McConnell
Asst. Gen. Mgr.....George Greaves
Commercial Manager.....Alfred W. Cropsey
Sales Promotion Manager.....Randy Smith
Program Director.....Paul Speegle
News, Pub. Dir.....John Thompson
Musical Director.....Tony Freeman
Chief Announcer.....Hal Wolf
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.
Trans. Studio Address.....1355 Market St.
Phone Number.....Market 1-8171
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....Western Radio Sales

Membership.....NAB
President.....S. H. Patterson
Gen.-Sta.-Comm. Mgr.....Lee C. Mikesell
Pgm. Prod. Dir.-Sales. Prom. Mgr.....Clint
Sherwood
News Director.....Frank Arthur
Chief Engineer.....Norwood Patterson

K S F O

SAN FRANCISCO—1925

Frequency: 560 Kc.....Power: 5000 Watts d.,
1000 Watts n.
Owned-Oper. By.....The Associated Bcstrs., Inc.
Business Studio Address.....Mark Hopkins Hotel
Phone Number.....EXbrook 2-4567
Transmitter Location.....Islais Creek, Pier 92
Air Time.....6:15 a.m.-12:15 a.m.
News Service.....INS, UP
Transcription Service.....Standard; World
Representative.....Wm. Rambeau Co.
Membership.....NAB, BAB
President.....Wesley I. Dumm
V.P.-Gen. Mgr.....Philip G. Lasky
Commercial Mgr.....John G. Campbell
Sales Promotion Mgr.....Kay Mulvihill
Program Dir.....Robert Hansen
Dir. of Engineering.....A. E. Towne
Farm Editor.....Herb Kennedy
Consulting Engineer.....Universal Research Labs

K Y A

SAN FRANCISCO—1926—LBS

Frequency: 1260 Kc.....Power: 5000 Watts d.,
1000 Watts n.
Owned-Operated By.....Palo Alto Radio Station,
Inc.
Business Studio Address.....Fairmont Hotel
Phone Number.....DOuglas 2-2536
Transmitter Location.....Candlestick Pt.
Air Time.....24 hours
News Service.....UP
President.....Elroy McCaw
Gen. Mgr., Sta., Pgm. Dir.....J. G. Paltridge
Production Director.....Les Keiter
Chief Announcer.....Vern Wilson
News Director.....Arthur Primm
Chief Engineer.....Paul Beck

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
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

KEEN

SAN JOSE—1947

Frequency 1370 Kc. Power 1000 Watts
 Owned-Operated By..... United Bcstg. Co.
 Business Studio Address..... Hotel De Anza
 Phone Number..... Cypress 4-0344
 Transmitter..... Wayne Ave. & Oakland Hgy.
 Air Time..... 6 a.m.-M.
 News Service..... UP
 Representative..... W. S. Grant
 Membership..... NAB
 President..... George M. Mardikian
 Genl. Mgr..... Floyd Farr
 Commercial Mgr..... George Blum
 Program Dir..... George Snell
 Chief Engineer..... Lee Johnston
 Farm Editor..... Gene Vennum
 Consulting Engineer..... George Adair

KLOK

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, Pearson
 President-Gen. Mgr..... E. L. Barker
 Commercial Mgr..... Richard E. Ryan
 Program Director..... Ruth Poindexter
 Chief Engineer..... Bill Cunningham

KSJO

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.-M.
 Newspaper Affiliation..... Les Gatos Times.
 Gilroy Dispatch
 News Service..... UP
 Transcription Service..... World
 Representative..... Forjoe
 President..... Patrick H. Peabody
 Gen., Sta. Mgr..... Charles F. Mallory
 Commercial Manager..... Richard W. O'Donnell
 Pgm.-Prod. Pub. Dir..... Norman Paul
 Chief Engineer..... Walter H. Scott
 Consulting Engineer..... Wesley I. Shellhammer

KXRX

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

KMNS

SAN LUIS OBISPO—1949—PBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By..... Pacific Bcstg. Co.
 Business-Studio Address..... Box 700
 Phone Number..... 3171
 Transmitter Location..... South Street
 Air Time..... Unlimited
 News Service..... UP
 Pres., Gen. Mgr..... Marc C. Spinell
 Program Director..... Mrs. Leslie Gurnep
 Chief Announcer..... Paul McElroy
 Chief Engineer..... William Kohlenberger

KVEC

SAN LUIS OBISPO—1937

MBS-DON LEE-KBS

Frequency: 920 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By..... Christina M. Jacobson
 Business Address..... 851 Higuera St.
 Phone Number..... 1100-1
 Transmitter Location..... Highway One
 Air Time..... 6 a.m.-M.
 News Service..... AP
 Transcription Service..... Standard
 Representative..... W. S. Grant
 Membership..... NAB
 Pres.-Owner..... Christina M. Jacobson
 Gen., Sta. Mgr..... Les Hacker
 Commercial Manager..... Joe Shuttleworth
 Prod. Dir., Sales Prom. Mgr..... Steve Lamkin
 Program Director..... Robert S. Wilton
 Chief Announcer..... Hugh Harling
 News Director..... Les Hacker
 Musical Director..... Pete Stephenson
 Chief Engineer..... Dale Schwartz
 Farm Editor..... Andy Kasperian
 Consulting Engineer..... Lohnes & Culver

KSMO

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..... Bayshore Highway

Air Time.....6:30 a.m.-M.
 Newspaper Affiliation.....San Mateo Times
 News Service.....AP, UP
 Representative.....Grant
 Membership.....NAB, BAB
 President.....J. Hart Clinton
 Gen., Sta., Comm. Mgr.....Howard J. Smiley
 Chief Engineer.....H. Nell Black

K V S M

SAN MATEO—1946

Frequency: 1050 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Hugh H. Smith
 Business Studio Address...279 Baldwin Ave.
 Phone Number.....Diamond 4-2541
 Transmitter Location..Third Ave. at Seal Creek
 Air Time.....Local sunrise-local sunset
 News Service.....UP
 Representative.....Sears & Ayer
 President.....Hugh H. Smith
 Gen. Mgr.....Charles E. Morin
 Commercial Manager.....Gilbert L. Bond
 Chief Engineer.....Merwyn F. Planting

K T I M

SAN RAFAEL—1947

Frequency: 1510 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Marin Bcstg. Co., Inc.
 Business Address.....1117 Fifth St.
 Phone Number.....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 3-8321
 Studio Transmitter....12531 E. Willowwick Dr.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service...Standard, MacGregor
 Representative.....Donald Cook
 Pres., Gen., Sta. Mgr.....Ernest L. Spencer
 Commercial Manager.....Donner P. Spencer
 Sales Prom. Mgr.....Carol Jean Young
 Program Director.....Deane S. Long
 Prod. Dir., Chief Anncr.....Frank R. Russell
 Pub., News Dir.....Art Sipherd, Jr.
 Chief Engineer.....Stanley G. Guenther
 Consulting Engineer.....Jay Tapp

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.....Willett H. Brown
 Station Manager.....Edward K. Kemble
 Comm. Manager.....James S. Blomfield
 Pgm., News Dir.....Donald C. Roberts
 Prod. Dir.....Richard Collins
 Chief Announcer.....George Humphrey
 Chief Engineer.....Forrest T. Choate
 Farm Editor.....Kenneth Pascoe

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.....725 State St.
 Air Time.....5:45 a.m.-12:15 a.m.
 News Service.....UP
 Representative.....George P. Hollingbery
 President.....Harry C. Butcher
 Gen.-Sta.-Comm. Mgr.....Fin Hollinger
 Sales Promotion Mgr.....Michael J. McKeogh
 Chief Announcer.....Robert Sevey
 Prog.-Pub. Director.....Mary Ann Casey
 Musical Director.....Jose Medina
 Prod. Dir.....Al Staas
 Chief Engineer.....Gene Forssell
 Consulting Engineer.....Lloyd Sigmund

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 Manager.....Al Albinger
 Pgm. Dir., Chief Anncr.....E. A. Sprague
 Sales Prom. Mgr., Pub. Dir.....Cliff Badger
 News Director.....Graham Alexander
 Chief Engineer.....Albert A. Nicolay

KDON

SANTA CRUZ—1935

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Oper. By... Salinas Newspapers, Inc.
 Business Address... P. O. Box 1091, Salinas
 Phone Number... 6451
 Transmitter Location... Palm Beach
 Air Time... 6 a.m.-11 p.m.
 Newspaper Affiliation... Salinas Californian
 News Service... UP
 Transcriptions Service... World, Cole
 Representative... W. S. Grant Co.
 Membership... NAB, BAB
 President... Paul Caswell
 General Manager... Gilbert Baymiller
 Pgm.-Prod.-Publ. Dir... Orel Phillips
 Commercial Mgr. in Lawrence... B. Butler
 Chief Engineer... Omer Wright

KSCO

SANTA CRUZ—1947

Frequency: 1080 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By... Radio Santa Cruz
 Business Address... P. O. Box 1080
 Phone Number... 1080
 Transmitter Address... Portola Drive &
 Corcoran Lagoon
 Air Time... 6 a.m.-M.
 News Service... AP
 Transcription Service... Standard, Thesaurus
 Membership... NAB, BAB
 Mng. Part.-Gen. Mgr.-Chief Engr.
 Charles Vernon Berlin

KCOY

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
 P-ogram Director... A. J. Hapgood
 Chief Engineer... Leroy O'Laughlin

KSMA

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

KOWL

SANTA MONICA—1947

Frequency: 1580 Kc. Power: 5000 Watts d.
 Owned-Operated By... KOWL, Inc.
 Address... Pico at Ocean
 Phone Number... Exbrook 4-6761
 Transmitter Location... 11637 Charnock Rd.,
 Los Angeles
 News Service... UP
 Transcription Service... Associated
 Pres., Gen. Mgr... Arthur H. Croghan
 Pgm. Dir., Chief Anncr... Warren Deem
 Chief Engineer... John Morecroft

KSPA

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.
 Membership... NAB
 Transcription Service... World
 President, Gen. Mgr... R. W. Le Mond
 Sta., Comm. Mgr... Bob Funnell
 Chief Engineer... Homer Parker
 Chief Anncr... Bob Rae

KSRO

SANTA ROSA—1937—LBS

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Oper. By... Finley Bcstg. Co.
 Bus.-Studio Address... Corner Fresno & Finley
 Phone Number... 110
 Transmitter Location... Finley Ave. & Fresno
 Air Time... 6:30 a.m.-11 p.m.
 News Service... AP
 Transcription Service... Standard
 Representative... W. S. Grant
 Membership... NAB
 President... Mrs. Ruth Finley
 General-Station Manager... Charles P. Scott
 Comm., Prom. Mgr... Lee Flemming
 News, Prod., Pgm. Dir... Russ Siner
 Chief Engineer... Vern Hassett

KROG

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..... Ianthe 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

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..... 4-7338
 Air Time..... Unlimited
 Transmitter Address..... Ralph Ave.
 News Service..... UP
 Representative..... Hollingbery
 President..... Knox LaRue
 General Manager..... D. M. Greene
 Program Director..... Ellis Lind
 Chief Engineer..... Carl McGee

K W G

STOCKTON—1921—ABC

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By... McClatchy Bcstg. Co.
 Bus.-Studio Address..... 612 E. Market St.
 Phone Number..... 5-5728
 Transmitter Location..... Weber and E Sts.
 Air Time..... 6 a.m.-1 a.m.
 News Service..... AP, UP
 Transcription Service..... Capitol
 Representative..... Paul H. Raymer
 Membership..... NAB
 President..... Eleanor McClatchy
 Station Manager..... Howard L. Bailey
 Program Manager..... James E. Longe
 Chief Technician..... Frank Nesmith
 Farm Editor..... John Mackenzie
 Consulting Engineer..... George C. Davis

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 Address..... P. O. Box 610
 Trans. Address... Chestnut & Weatherlow Sts.
 Phone Number..... 354-B
 Air Time..... 7 a.m.-10 p.m.
 News Service..... UP
 Transcription Service..... World
 Representative..... Tracy Moore
 Membership..... NAB
 Sta., Sales Prom. Mgr., Pub. Dir.

Nolan Hallowell
 Commercial Manager..... Zeke White
 Program Director..... Dale Dwellley
 Chief Anncr., Chief Engr. Harold C. Houston
 Consulting Engr..... Howard Martineau

KTKR

TAFT—1948—LBS

Frequency: 1310 Kc..... Power: 500 Watts d.
 Owned-Operated By..... Taft Bcstg. Co.
 Business Address..... P.O. Box "WW"
 Phone Number..... 5-3101
 Studio-Transmitter Address... 1 mi. W. of Taft
 Air Time..... 7 a.m.—local Sunset
 News Service..... UP
 Pres., Gen., Sta., Comm. Mgr.. Kenneth Aitken
 Chief Anncr., News Dir..... Jack Smith
 Musical Director..... George Tschumy
 Chief Engineer..... Kenneth Aitken

KCOK

TULARE—1945—MBS

Frequency: 1270 Kc..... Power: 1000 Watts
 Owned-Operated By..... Herman Anderson
 Business Address..... P. O. Box 119
 Phone Number..... 6-2866-7
 Studio-Transmitter Location... Mooney Blvd.
 Air Time..... 5 a.m.-M.

News ServiceUP
 RepresentativeW. S. Grant Co., Wester
 MembershipNAB, BAB
 PresidentHerman Anderson
 General Manager.....Sheldon Anderson
 Sta., Sales Prom. Mgr.....J. Alan Rinehart
 Commercial Manager.....Roger Hunt
 Program Director.....Dick Martin
 Sports Director.....Bob Lee
 Pub. Dir., Farm Editor.....Jean Hixon
 News Director.....Bob Lee
 Chief Engineer.....Don Ferguson
 Consulting Engineer.....Sheldon Anderson

KTUR

TURLOCK—1949

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Turlock Bcstg. Corp.
 Address.....P. O. Box 526
 Phone Number.....Turlock 43430, 45827
 Transmitter Location.....Quincy Road
 News ServiceUP
 Transcription Service...Lang-Worth, SESAC
 RepresentativeO'Connell
 MembershipNAB, BAB
 PresidentWallace Lindscoog
 General Manager.....H. Ansell McMillen
 Traffic Manager.....Alsie Iris Thorp
 Program Director.....Rusty Simmons
 News Director.....Don Burns
 Chief Engineer.....Maxon Sayre

KUKI

UKIAH—1950

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Bartley T. Sims
 Address.....P. O. Box 638
 Phone1400
 RepresentativeWestern
 Transcription ServiceStandard
 News ServiceAP
 Pres., Gen. Mgr.....Bartley Sims
 Commercial Manager.....Gene Dietrich
 Program Director.....John Olivera
 Promotion Manager.....Adria Merrill
 Chief Engineer.....Stanley Ryno
 News Director.....William Sweet

KGYW

VALLEJO—1947

Frequency: 1190 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Calif. Nev. Bcstg. Co.
 Business-Studio Address...3267 Sonoma Blvd.
 Phone Number.....3-5667
 News ServiceUP
 Representative.....Tracy Moore
 General Manager.....David McKay
 Station-Commercial Mgr.....Ralph Stillings
 Program Director.....Victor Paulsen
 Chief Announcer.....Hal Engebretson
 Chief Engineer.....William Roberts

KVEN

VENTURA—1948—PACIFIC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Coast Ventura Co.
 Address.....P. O. Box 1611
 Phone Number.....Miller 3-8675
 Transmitter.....San Pedro & Allesandro Sts.
 News ServiceUP
 Transcription ServiceCapitol
 Air Time.....5:30 a.m.-M.
 Representative.....Western, Cooke
 MembershipNAB, BAB
 President.....Dr. Charles Stuart
 General Manager.....Mort Werner
 Prod., Pgm. Dir.....Dana Marble
 Commercial Manager.....Harry Engel
 Sales Prom. Mgr.....Sidney Held
 Musical Director.....Donald Brown
 Chief Engineer.....Fred Hall
 Farm Editor.....Jack Powell

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 ServiceAP
 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

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 ServiceUP
 Transcription ServiceStandard
 RepresentativeForjoe
 Pres., Gen. Mgr., Pub. Dir., Lyman Treaster
 Comm.-Sales Prom. Mgr.....Albert Blain
 News Director.....Jerry Pomerance
 Musical Director.....Evelyn Brown
 Chief Announcer.....Don Warren
 Chief Engineer.....Lyman Treaster
 Farm Editor.....Irv Terrell

K W S O

WASCO—1950

Frequency: 1050 Kc.....Power: 250 Watts d.
 Owned-Operated By...Maple Leaf Bcstg. Co.
 Address.....P. O. Box 366
 Phone4152
 Transcription ServiceLang-Worth
 News ServiceUP
 President.....E. J. Peters
 Gen. Mgr., Pgm. Dir.. Theodore G. Heinrichs
 Commercial Manager.....Eldon Easter
 Chief Engineer.....Edward Robertson
 News Director.....Bob Bann

K H U B

WATSONVILLE—1936

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.... Sen. Luther E. Gibson
 Business Address.....P. O. Box 349
 Phone Number1700
 Studio-Transmitter Location.... Atkinson Lane
 Air Time.....7:00-11 p.m.
 News ServiceAP
 Transcription ServiceLang-Worth
 Representative.....W. S. Grant
 MembershipNAB
 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

K S Y C

YREKA—1947—LIBERTY

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.Siskiyou Cty. Bcstg. Co., Inc.
 Address.....Lawrence Lane & S. Oregon St.
 Phone Number624
 Air Time.....6:45 a.m.-10 p.m.
 News ServiceAP
 Transcription Service.....World
 RepresentativeTracy Moore
 MembershipNAB
 President.....E. G. Millbourn
 General Manager.....Holt C. Wardrip
 Sta.-Comm.-Sales-Prom. Mgr.. Jack R. Wagner
 Chief Engineer.....Bill Maginnis
 Consulting Engineer.....Grant Fickert

K U B A

YUBA CITY—1947—LIBERTY

Frequency: 1600 Kc.....Power: 1000 Watts d.
 Owned-Operated By..Peachowl Bcstrs., Inc.
 Business Address.....P. O. Box 309
 Phone Number3-7309
 Transmitter Location..Sanborn Rd., Sutter Co.
 News ServiceAP
 Transcription Service.....Standard, Capitol
 Representative.....W. Coast Radio Sales
 President.....Chester V. Ullom
 Station Manager.....Roger R. Hunt
 Comm., Prom. Mgr.....Clyde L. Goodnight
 Chief Engineer.....Roy D. Swanson

COLORADO

*Population 1,325,089—Increase 18.0% ('40-'50)—Radio Homes—366,110
 Families 378,600—Stations in State 31*

K G I W

ALAMOSA—1929—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....E. L. Allen
 Business Address.....P. O. Box 179
 Phone Number26
 Transmitter Address.....East of Alamosa
 Air Time.....6 a.m.-10 p.m.
 News ServiceUP
 Transcription Service.....Keystone, SESAC
 President-General Mgr.....E. L. Allen
 Sta.-Comm. Mgr.-Pgm. Dir.....Lloyd Allen
 Sales Prom. Mgr.-Farm Ed.....Charles Dynes
 Chief Engineer.....Bill Brokaw

K B O L

BOULDER—1946—COLUMBINE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By....Boulder Radio KBOL, Inc.
 Business-Studio Address.....1617 Pearl St.

Phone Number1490
 Transmitter Location.....E. Pearl St.
 Air Time.....6:50 a.m.-11:15 p.m.
 News ServiceAP
 Transcription ServiceStandard
 MembershipNAB, BAB
 President.....Herb Hollister
 Comm., Gen., Sta. Mgr.....Russel Shaffer
 News Dir., Chief Anncr.....Bob Butz
 Musical Director.....Russ Cole
 Chief Engineer.....Blair Dobbins

K R L N

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 Number1100
 Transmitter Location...1615 Central Avenue
 Air Time.....7 a.m.-7 p.m.
 News ServiceUP

Transcription Service.....Keystone, Cole
 Pres., Gen. Sta. Mgr.....Ray M. Beckner
 Program Director.....G. C. Underhill
 Chief Announcer.....Austin Schneider
 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.....5:30 a.m.-M.
 News Service.....AP
 Transcription Service.....Standard, Lang-Worth
 Membership.....NAB
 Pres., Gen. Mgr.....Joseph H. Rohrer
 Station Manager.....Paul Crozier
 Commercial Manager.....Harry Hoth
 Prog., Musical Dir.....Jean Gitz
 Chief Announcer.....Wes Bradley
 News Director.....Bill Totten
 Prod. Dir., Chief Engr.....Robert Fitzmorris
 Consulting Engineer.....McNary-Wrathall

KVOR

COLORADO SPRINGS—1923—CBS

Frequency: 1300 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Voice of the Rockies, Inc.
 Address.....800 Exchange Natl. Bank Bldg.
 Phone Number.....Main 278
 Transmitter Location.....2803 E. Platte Ave.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World
 Representative.....Raymer Co.
 Membership.....NAB
 President-Gen. Mgr.....James D. Russell
 Station Manager.....Everett Shupe
 Prod., Fgm. Dir.....Morrison Parker
 Chief Announcer.....Cecil Seavey
 Music Director.....Elaine Wendlandt
 Chief Engineer.....Cozine Strang
 News Dir., Farm Editor.....Ralph Conner
 Consulting Engineer.....E. C. Page

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
 Transcription Service.....SESAC
 President.....G. N. Winder
 Gen., Sta. Mgr.....Phillip Donn
 Commercial Manager.....Richard S. Fox
 Consulting Engineer.....Howard Johnson

KLZ

DENVER—1922—CBS

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By.....Aladdin Radio & TV, Inc.
 Business-Studio Address.....Shirley-Savoy Hotel
 Phone Number.....MAin 4271
 Transmitter Location.....Engelwood, Colo.
 Air Time.....6 a.m.-M.
 News Service.....AP, INS.
 Transcription Service.....Standard
 Representative.....Katz
 Membership.....NAB, BAB
 President.....Harry E. Huffman
 General Manager.....Hugh B. Terry
 Commercial Manager.....R. Main Morris
 Sales Prom. Mgr., Pub. Dir.....John Connors
 Program Director.....Charles C. Roberts
 Production Director.....Clayton Bragg
 News Director.....Sheldon Peterson
 Musical Director.....Arthur Gow
 Chief Engineer.....Harvey E. Wehrman
 Farm Editor.....Lowell Watts

KOA

DENVER—1924—NBC

Frequency: 850 Kc.....Power: 50,000 Watts
 Owned-Operated By.....National Bcstg. Co., Inc.
 Business-Studio Address.....1625 California St.
 Phone Number.....Main 6211
 Transmitter Location.....Aurora, Colo.
 Air Time.....Unlimited
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus
 Representative.....NBC Spot Sales
 Membership.....NAB, BAB
 President (NBC).....Joseph H. McConnell
 General-Station Manager.....Lloyd E. Yoder
 Sales Manager.....Duncan A. McCall
 Sales Promotion Manager.....C. M. Penley
 Program Manager.....Earle C. Ferguson
 Publicity Director.....William R. Day
 Production Supervisor.....Wm. G. Walker
 Musical Director.....Eddy Rogers
 Asst. Mgr. Chg. Engineering.....Robert H. Owen
 Agricultural Dir.....Donald M. Peach

KTLN

DENVER—1948—LIBERTY

Frequency: 990 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Radio Station KTLN
 Address.....Box 4117
 Phone Number.....RAce 4636
 Transmitter Location.....3200 S. Platte Riv. Dr.
 Air Time.....Sunrise-Sunset
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Radio Reps., Inc.
 Membership.....NAB
 Pres., Gen. Mgr.....Leonard Coe
 Station Manager.....John L. Buchanan

COLORADO

Commercial Manager.....Mike Spar
 Program Director.....Jack Helling
 Prod., Pub. Dir.....R. John Hugh
 Chief Anncr., News Dir.....Paul Blue
 Musical Director.....Elinor Herron
 Chief Engineer.....O. E. Kelley
 Consulting Engineer.....Commercial Radio

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.....5:30 a.m.-12M.
 News Service.....UP
 Transcription Service. Lang-Worth, Associated
 Representative.....Free & Peters
 Membership.....NAB, BAB
 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

K F E L

DENVER—1923—MBS

Frequency: 950 Kc.....Power: 5,000 Watts
 Owned-Operated By..Eugene P. O'Fallon, Inc.
 Business-Studio Address.....Albany Hotel
 Phone Number.....ALpine 4681
 Transmitter Location.....5350 W. 20th St.
 Air Time.....24 hrs.
 News Service.....INS
 Transcription Service.....Associated, SESAC
 Representative.....John Blair
 General Manager.....Gene O'Fallon
 Managing Director.....Frank Bishop
 Commercial Mgr.....W. H. Conklin
 Prod., Pgm. Dir.....Dale Morgan
 Musical Director.....Nancy Breve
 Chief Announcer.....Ronald J. McCoy
 News Director.....Jack L. Fitzpatrick
 Farm Editor.....Gus Swanson
 Chief Engineer.....T. G. Morrissey
 Consulting Engineer.....Comm. Radio

K M Y R

DENVER—1941—LIBERTY

Owned-Operated By.....KMYR Bcstg. Co.
 Address.....Security Life Bldg.

Serving these national advertisers

- AJAX • ARRID
- BIRDS-EYE
- BLONDEX
- BLUE BONNET MARGARINE
- BLUE GOOSE FROZEN FOODS
- BLU-WHITE SOAP
- BORDEN'S STARLAC
- BUICK
- BUTAY PRODUCTS
- BUTTERNUT COFFEE
- CHASE & SANBORN COFFEE
- CHESTERFIELDS
- CHEVROLET
- CINCH MIXES
- CROSLY • DRAS-TIC
- DUFF'S MIX
- DUPONT
- EDWARDS COFFEE
- EINOT HOME PERMANENT
- ENCHANTMENT MAGAZINE
- FORD • FOUR-WAY COLD TABLETS
- GENERAL MILLS CAKE MIXES
- GRIFFIN SHOE POLISH • ROBERT HALL CLOTHES

*5*th
 1951 Anniversary Year

**KFEL'S
 "RAY PERKINS
 SHOW"**

11:00 a.m. to
 12:00 noon and
 2:30 to 4:30
 p.m. daily



MANAGED BY GENE O'FALLON
 REPRESENTED BY JOHN BLAIR

- HAZEL BISHOP LIPSTICK • HILLS BROS. COFFEE
- IVORY SOAP • JOY
- KELLOGG VARIETY PACK • KOOLS
- LADIES HOME JOURNAL
- LA FRANCE • LIPTON TEA & SOUP
- LYNDEN FOODS
- MRS. McDONALD'S CHOCOLATES
- MUSTEROLE
- NUCOA • NUTRENA DOG FOOD
- PERTUSSIN • POLL PARROT SHOES
- PREMIUM CRACKER
- RANCHO SOUPS
- REAL GOLD CITRUS PRODUCTS
- REDDI-WIP
- RESISTAB
- ROYAL DESSERTS
- SATURDAY EVENING POST • SPIC & SPAN
- SUN VISTA CANNED FOODS • SBR!
- SWANSDOWN
- SWIFT ICE CREAM
- TEN-B-LOW DESSERT
- TENDERLEAF TEA
- TONI • ZOOM
- . . . and Many Fine Local Accounts, Too!

COLORADO

Phone Number MAIn 4161
 Transmitter Location..... Equitable Bldg.
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Station Representative Rambeau
 Membership NAB, BAB
 President..... F. W. Meyer
 General Manager..... A. G. Meyer
 Commercial Manager..... Ed Koepke
 Pgm., Prod. Dir..... Lowell Switzer
 News, Pub. Dir..... Dick Leonard
 Chief Announcer..... Bill Butterfield
 Chief Engineer..... Glen James
 Consulting Engineer..... Commercial Radio

KIUP

DURANGO—1935

Frequency: 930 Kc..... Power: 1000 Watts d.,
 1000 Watts n.
 Owned-Operated By. San Juan Bcstg. Co.
 Address..... P. O. Box 799
 Phone Number..... 117, 1050
 Transmitter Location..... 3 Mi. S. of City
 Air Time..... 6 a.m.-11 p.m.
 News Service UP
 Transcription Service... Standard, Lang-Worth,
 Eells, Mayfair, Ziv. Teleways
 Representative Holman Co.
 Membership NAB, BAB
 President..... M. L. Cummins
 Gen., Sta. Mgr..... R. E. O'Brien
 Commercial Manager..... T. Ralph Bennett
 Promotion Manager..... Lindsey Becker
 Pgm., Prod. Dir..... Don Hoover
 Publicity Director..... T. Ralph Bennett
 Chief Anncr., News Dir..... Pat O'Brien
 Musical Director..... Mrs. Lee O'Brien
 Chief Engineer..... Lew VanderLinden
 Farm Editor..... Don Hoover
 Consulting Engineer... Chambers & Garrison,
 Washington, D. C.

KCOL

FT. COLLINS—1947—COLUMBINE

Frequency: 1410 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Northern Colo. Bcstg. Co.
 Business-Studio Address.. 1600 La. Porte Ave.
 Phone Number 2600
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Membership NAB, BAB
 President Herb Hollister
 Gen. Sta. Mgr..... Douglas D. Kahle
 Commercial Manager... Dave Schlothauer
 Program-Publicity Director... Jack Hitchcock
 Prod. Mgr.-Mus. Dir. Chief Ann. Russ Rountree
 Chief Engineer..... Harold Austin
 Farm Editor..... Bill Paxton
 Consulting Engineer..... Commercial Radio

KFTM

**FORT MORGAN—1949
 COLUMBINE**

Frequency: 1260 Kc..... Power: 500 Watts
 Owned-Oper. By. Fort Morgan Bcstg. Co.
 Address..... P. O. Box 431
 Phone Number 1000
 Air Time Daytime
 News Service..... AP, UP
 Transcription Service Standard
 Pres., Gen. Mgr..... Robert H. Dolph
 Commercial Manager..... John W. Emery
 Program Director Teena Paynter
 News Director..... Helen Cudworth
 Chief Engineer..... Bill Hall

KGLN

GLENWOOD SPRINGS—1950—MBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Western Slope Bcstg. Co.
 Address..... Silver Spruce Lodge
 Phone Number 777
 Representative Holman
 News Service UP
 President Rex Howell
 Gen., Comm. Mgr., News Dir..... Hal Reed
 Program Director..... Earl Davis
 Chief Engineer..... Carl Anderson
 Farm Editor..... Jay Biggs

KEXO

**GRAND JUNCTION—1948
 COLUMBINE**

Frequency: 1230 Kc..... Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By.. Voice of Western Colorado,
 Inc.
 Trans. Address.. 2208 North Ave., P. O. Box
 629
 Phone Number 1230
 Air Time..... 6 a.m.-12M.
 News Service INS
 Transcription Service... Capitol, Thesaurus,
 World
 Representative..... Harlan Oakes
 Membership NAB
 President..... D. Spencer Grow
 Gen., Sta. Mgr., Prod. Dir..... Abbott Tessman
 Comm., Prom. Mgr., Pgm. Dir... Robert Collins
 Publicity Director..... Gene Wilburn
 Chief Anncr., Musical Dir..... Jim Eicher
 News Director..... Bill Orr
 Chief Engr., Farm Editor..... Bill Metcalf

KFXJ

GRAND JUNCTION—1926—MBS

Frequency: 920 Kc..... Power: 1000 Watts d;
 500 Watts n.
 Owned-Oper. By. Western Slope Bcstg. Co.
 Business-Studio Address..... Hillcrest Manor

COLORADO

Phone Number 1300
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Hal Holman
 Membership NAB
 President Rex Howell
 Gen., Sta. Mgr. E. Anson Thomas
 Sales Prom. Mgr. Rosa Lee Samuels
 Commercial Manager. Jack Goetz
 Chief Announcer. Ed Lewis
 Music Dir. Jack Pater
 Chief Engineer. Charles Hay
 Auditor Charles Howell
 Farm Editor. Bill Warner

K F K A
GREELEY—1921

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By. Mid-Western Radio Corp.
 Business-Studio Address. 620—8th Ave.
 Phone Number 450-1
 Transmitter Location. Radio Ranch, Evans
 Air Time. 5 a.m.-11 p.m.
 Representative Hal Holman
 News Service UP
 Transcription Serv. Lang-Worth, Cole, SESAC
 Pres., Gen. Mgr. Francis Price
 Commercial Manager. Everett Shupe
 Sales Prom. Mgr. William G. Stewart
 Program Director. Jack Redus
 Publicity Director. Delbert Wood
 News Director. Cooper Welch
 Chief Engineer. Harry Brewer
 Farm Editor. Carl Jordan
 Consulting Engineer. Kenneth Cooper

K Y O U
GREELEY—1948—COLUMBINE
LIBERTY

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Meroco Bcstg. Co.
 Address. 2424 6th Avenue
 Phone Number 3275
 Air Time Unlimited
 News Service AP
 Representative McGillvra, Inc.
 Transcription Service World
 Membership NAB, BAB
 President Elwood H. Meyer
 Commercial Manager. Frank Thomas
 Program Director. Fred Finlay
 Production Director. Mrs. Betty L. Wickam
 Sales Prom. Mgr. Merwin Smith
 Chief Engineer. Paul Emrich

K O K O
LA JUNTA—1936—LBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. The Southwest Bcstg. Co.
 Address. P. O. Box 185
 Phone Number 42

Transmitter. W. of La Junta on Hiway 50
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative Grant, Clark
 Pres., Gen. Mgr. Douglas D. Kahle
 Sta., Comm. Mgr. Reggie Shirk
 Sales Prom. Mgr. Wm. McConnell
 News, Pgm. Dir. Cal Stephens
 Publicity Director. Melba Zorn
 Chief Engineer. Walter Sichelka

K L M R
LAMAR—1948—LBS

Owned-Oper. By. SE Colorado Bcstg. Co.
 Trans. Address. Lamar, Colorado
 Phone Number 804
 Air Time. 6:30 a.m.-10 p.m.
 News Service AP
 Transcription Service World
 President. Ralph Eaton
 Gen., Sta. Mgr. Orth Bell
 Commercial Manager. Don Stephens
 Promotion Manager. Dorothy Shaffer
 Program Director. Phyllis St. John
 Chief Engineer. Edwin Wood

K L V C
LEADVILLE

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. Virginia N. James

K L M O
LONGMONT—1949

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Operated By. Longmont Bcstg. Co.
 Phone Number 1050
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 Pres.-Gen. Mgr. J. P. Dubberley
 Comm. Mgr. P. R. Walker
 Program Director. Willis Evans
 Production Director. Curtis Christensen
 Chief Engineer. R. R. Blanchard
 Chief Announcer. Harold Meyer

K U B C
MONTROSE—1947—KBS
COLUMBINE

Frequency: 1260 Kc. 1000 Watts d.;
 500 Watts n.
 Owned-Operated By. Uncompaghre Bcstg. Co.
 Business-Studio Address. P. O. Box 279
 Phone Number 199
 News Service UP
 President. F. J. Hartman
 Gen.-Sta. Mgr. Geo. Cory
 Comm., Sales Prom. Mgr. Bob Hale
 Program Director. Martin Begley
 Chief Engineer. Bob Sidwell

KCSJ

PUEBLO—1947—MBS-COLUMBINE

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By: Star Bcstg. Co., Inc.
 Address: 211 W. 5th St.
 Phone Number: 8522
 Transmitter Location: North Hudson
 News Service: AP
 Transcription Service: Associated
 Representative: O. L. Taylor
 Membership: NAB
 President: F. W. Meyer
 General Manager: Doug Kahle
 Comm., Prom. Mgr.: Howard Myers
 Program Director: Esther Marie
 News Director: Cliff Hendrix
 Chief Engineer: Gerald Kounter

KDZA

PUEBLO—1947—LIBERTY

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Pueblo Radio Co.
 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 Bevans
 Musical Director: Constance Aylen
 Chief Engineer: Dee B. Crouch

KGHF

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
 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
 Chief Engineer: Willis C. Shanks
 Farm Editor: Irwin Cunningham

KVRH

SALIDA—1948—KBS-LBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: KVRH
 Address: Salida
 Phone Number: 30

Air Time: 7 am. to 10 p.m.
 Transcription Service: KBS
 News Service: UP
 Representative: Clark, Continental
 Membership: NAB
 Gen. Comm. Mgr.: Vir N. James
 Program Director: Frank Allen
 Technical Director: Vir N. James

KGEK

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

KCRT

TRINIDAD—1946—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Mel-Bert Bcstg. Co.
 Business-Studio Address: 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

KSFT

TRINIDAD—1946—MBS

Frequency: 1280 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Operated By: James E. Blair
 Bus. Studio Address: P. O. Box 787
 Phone Number: 414

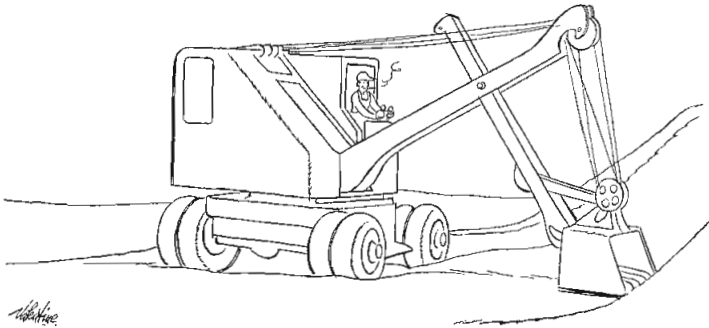
KPHC

WALSENBURG—1948

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 p.m.
 News Service: UP
 Representative: Thomas F. Clark
 President: Tom G. Banks, Jr.
 Gen., Sta. Mgr.: D. E. Towne
 Program Director: Rose Mary Towne
 Chief Engineer: Henry M. Long



There is always a most efficient way to do a job . . .



For your SELLING job in this top U. S. market use WTIC . . .

because

WTIC DOMINATES
THE PROSPEROUS SOUTHERN
NEW ENGLAND MARKET

WTIC's 50,000 Watts represented nationally by Weed & Co. • Paul W. Morency, Vice-Pres.—Gen. Mgr., Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

CONNECTICUT

Population 2,007,280—Increase 17.4% ('40-'50)—Radio Homes 534,905
Families 542,500—Stations in State 26

W I C C

BRIDGEPORT—1926—MBS-YANKEE

Frequency: 600 Kc. Power: 1000 Watts d.,
500 Watts n.

Owned-Oper. By...General Tire & Rubber Co.
Address.....21 Brookline Ave., Boston
Phone Number.....6-1121-2-3
Transmitter Location.....Pleasure Beach Pk.
Air Time.....6:30 a.m.-M.
News Service.....AP
Transcription Service.....Associated
Representative.....Edward Petry
General Manager.....Robert L. Kennett
Comm.-Sales Prom. Mgr.....Charles W. Parker
Pgm.-Prod.-Pub. Dir.....James W. Evans
Chief Announcer.....John R. Montgomery
News Director.....Robert Maguire
Musical Director.....Hester Hiltzrol
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 Avenue
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Adam J. Young
Pres., Gen. Sta. Mgr.....Philip Merryman
Commercial Manager.....Manning Slater
Program Director.....Wallace B. Dunlap

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.....Locomotive Pt.
Air Time.....Unlimited
News Service.....UP
Representative.....William G. Rambeau
President-Chief Engineer.....Harold Thomas
General Manager.....Levon Thomas
Program Director.....Jack Dahlby
Traffic Manager.....Jean O'Shea
Commercial Manager.....Phillips G. Terhune

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
President.....Frederick W. Beach
Sales.....Lan Gordon
Pgm., Dir., Gen. Mgr. (Acting).....Cal Colby
Prom., Pub. Dir.....Amletto Ciccarella
Chief Engineer.....Richard A. Ricci

W L A D

DANBURY—1947

Frequency: 800 Kc. Power: 250 Watts d.
Owned-Operated By...Berkshire Bcstg. Corp.
Business-Studio Address.....207 Main St.
Phone Number.....8-3565
Transmitter.....Brushy Hill Rd.
Air Time.....Daytime
News Service.....UP
Transcription Service.....SESAC
President.....Robert Doran
General Manager.....John P. Previdi
Commercial Manager.....J. Thomas Mathers

W C C C

HARTFORD—1947

Frequency: 1290 Kc. Power: 500 Watts d.
Owned-Oper. By...Greater Hartford Bcstg Corp.
Business-Studio Address.....Bond Hotel
Phone Number.....5-6648
Transmitter Location.....South Quaker Lane,
Air Time.....Local sunrise-local sunset
News Service.....UP
President.....William M. Savitt
Secretary-Treasurer.....Max M. Savitt
Station Manager.....Randy M. Savitt
Office Manager.....John Baltey
Program Director.....Sydney Byrnes
Musical Director.....Ivor Hugh
Chief Engineer.....John Rameika

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, BAB
President.....Franklin M. Doolittle
Station Manager.....Walter B. Haase

CONNECTICUT

Comm.-Sales Prom. Mgr. William F. Malo, Sr.
 Program Manager Harvey H. Olson
 Chief Announcer Russ Naughton
 Chief Engineer Italo A. Martino
 Consulting Engineer Prof. Norman Adams, Jr.

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
 Transcription Service Associated
 President William O'Neil
 Vice-President Tom O'Neil
 Gen.-Sta.-Comm. Mgr. Robert Kennett
 Pgm. Dir.-Prod. Mgr. Ralph Klein
 Music Director Morris Sechtman
 Pub. Dir., Farm Ed. Milton Berkowitz
 Chief Engineer Rogers Holt

WTHT

**HARTFORD—1936
 ABC-CONN. STATE**

Frequency: 1230 Kc. Power: 250 Watts

**HARTFORD'S ONLY
 MUSIC AND NEWS STATION**

- **WE**
- **CONTACT**
- **CASH**
- **CUSTOMERS**

**1290
 ON THE DIAL**

**WCCC
 HOTEL BOND
 HARTFORD, CONNECTICUT**

Owned-Operated By The Hartford Times, Inc.
 Business Address 555 Asylum St.
 Phone Number 2-0237
 Air Time 6:45 a.m.-M.
 News Service AP
 Representative J. P. McKinney
 Membership NAB, BAB
 Gen.-Sta. Manager C. Glover DeLaney
 Commercial Manager Leonard R. Schoenfeld
 Prog.-Prod. Director Phillip Becker
 Chief Announcer Mitchell Betters
 News Director Sereno Gammell
 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
 Representative Weed
 Membership NAB, BAB
 President Jesse W. Randall
 Vice Pres.-Gen. Mgr. Paul W. Morency
 Asst. Gen. Mgr. Chg. Sales Walter Johnson
 Asst. Sales Mgr. Irwin Cowper
 Program Director Leonard J. Patricelli
 Asst. Program Director Paul Lucas
 Production Dir. George Bowe
 Director Public Relations Bernard Mullins
 News Director Tom Eaton
 Chief Engineer Herman Taylor
 Farm Editor Frank Atwood
 Consulting Engineer Ring & Clark
 (See Page 365)

**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
 Comm. Mgr., Pub. Dir. Gustav A. Kruttschnitt
 Sales Promotion Mgr. James Woodburn
 Pgm. Dir., Chief Anncr. Arthur J. Borgesen
 Chief Engineer Gabriel Langfelder

**WCNX
 MIDDLETOWN—1948**

Frequency: 1150 Kc. Power: 500 Watts d.

CONNECTICUT

Owned-Oper. By.....Middlesex Bcstg. Co.
 Business-Studio Address.....462 Main St.
 Phone Number.....5821
 Air Time.....Daytime
 News Service.....UP
 Representative.....Friedenberg
 Managing Dir.....R. J. O'Brien, W. J. O'Brien
 Program Director.....Ernest Watso
 Production Chief.....Lou Brooks

WHAY
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
 General Mgr./Chief Engineer.....H. W. Holt
 Sa'es Manager.....Tom Meade
 Program Director.....Leo Boren
 Chief Announcer.....Carl Clements

WKNB

NEW BRITAIN—1946

Frequency: 840 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....New Britain Bcstg. Co.
 Address.....213 Main St.
 Phone Number.....3-6303-4
 Transmitter Location.....Newington
 Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service.....World
 Representative.....Forjoe
 President, General Manager.....Julian Gross
 Station-Commercial Mgr.....Peter B. Kenney
 Pgm., Prod. Dir.....J. J. Mariani
 Publicity Director.....Philip B. Hale
 Chief Announcer.....Ray Neilan
 Musical Director.....Al DeCaro
 Chief Engineer.....Sam Balnius
 Farm Editor.....E. H. Forbush
 News Director.....Joseph Brosh

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.....Thill St., W. Haven
 Air Time.....Local sunrise-local sunset
 News Service.....UP, AP
 Representative.....Keller
 Transcription Service.....Thesaurus
 Membership.....NAB, BAB
 President.....Victor W. Knauth
 V.P., Gen., Sta. Mgr.....Daniel W. Kops
 Commercial Manager.....Richard J. Monahan
 Program Director.....Robert H. Gillespie
 Chief Announcer.....John Mariani

News Dir., Farm Editor.....Thomas W. Bentley
 Musical Director.....Gordon Pentz
 Chief Engineer.....Ernest S. Gellman
 Consulting Engineer.....Lynne C. Smeby

WELI

NEW HAVEN—1935—ABC

Frequency: 960 Kc.....Power: 1000 Watts
 Owned-Operated By.....Conn. Radio Founda-
 tion, Inc.
 Business-Studio Address.....221 Orange St.
 Phone Number.....8-1133
 Transmitter Location.....Benham 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
 General Manager.....Richard W. Davis
 Commercial Manager.....Edwin H. Schweitzer
 Publicity Director.....Rudy Frank
 News Director.....Robert McKernan
 Program Director.....Charles H. Wright
 Chief Engineer.....Fred King
 Consulting Engr.....Craven, Lonnes & Culver

WNHC

NEW HAVEN—1944

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Elm City Bcstg. Corp.

YOUR BEST BUY TODAY IS

NEWS

IN NEW HAVEN THAT MEANS

WAVZ

"The Newspaper of the Air"

- 8 reporters for local news
- AP & UP for worldwide news
- Complete sport news coverage

Member:
The Home of Champions Network

In New York City: Watkins 4-6599	In New Haven: Telephone 70171
Bob Keller	Don Kops, Gen. Mgr.
Promotional Rep.	Dick Monahan, Com. Mgr

CONNECTICUT

Business-Studio Address.....1110 Chapel St.
Phone Number.....6-9826
Transmitter Location...Front Ave., W. Haven
Air Time.....6:58 a.m.-12:05 a.m.
News Service.....AP, INS
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 Callanan
Program Director.....Walter Neilsen
News Director.....John Quinn
Musical Director.....John Drake
Chief Engineer.....Vinnie DeLaurentis
V.P. in Chg. of Engineering.....Goro W. Ray

WNL C

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.....Winthrop Pt., E. New London
Air Time.....Unlimited
News Service.....UP
President-Gen. Sta. Mgr.....Gerald J. Morey
Vice-President.....Roderick L. Morey
Comm.-Sales Prom. Mgr.-Prod. Dir.....Leo B. Keegan
Publicity Director.....Nelson Brown
Program Dir.-Chief Engineer...Gerald J. Morey
Farm Editor.....Patricia Neilan
Consulting Engineer.....A. D. Ring Co.

WNL K

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.....McGillyvra
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.....7-1613
Transmitter Location.....Lucas Pk. Rd.
Air Time.....6:45 a.m.-11 p.m.

Newspaper Affiliation.....Norwich Bulletin-Record
News Service.....AP
Transcription Service.....World
Membership.....NAB
President-General Mgr.....John Deme
Commercial Manager.....Noel Breault
Program Director.....Robert Silverberg
News Director.....Jack Purrington
Chief Engineer.....Alexander Dubenetsky
Consulting Engineer.....McNary & Wrathall

WST C

STAMFORD—1941
ABC-CONN. STATE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Wtn. Conn. Bcstg. Co.
Business-Studio Address.....270 Atlantic St.
Phone Number.....4-7575
Transmitter Location...320 Strawberry Hill Ave.
Air Time.....6:30 a.m.-M.
Newspaper Affiliation...Stanford Advocate
News Service.....UP
Transcription Service.....World
Representative.....Everett-McKinney
President.....Kingsley Gillespie
Gen.-Sta. Manager.....Julian Schwartz
Commercial Manager.....Wharton Ford
Program Director.....Frank J. Dellino
Chief Engineer.....Edward A. Fanel
Consulting Engineer.....George C. Davis

WLC R

TORRINGTON—1946

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Litchfield Cty. Radio Corp.
Business-Studio Address.....23 Main St.
Phone Number.....417
Transmitter Location.....Highland Ave.
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service.....World
Representative...Sears & Ayer, Devney & Co.
Membership.....NAB
Pres., Gen. Mgr.....J. Richard Dobbins
Commercial Manager.....William C. Franklin
Sales Prom. Mgr.....Charles O. Scott
Pgm., Prod. Dir.....George Phillips
Publicity Director.....Joseph Storm
Chief Anncr., News Dir.....Pete Stoner
Chief Engineer.....Alfred Pallokat
Farm Editor.....Ray Atherton
Consulting Engineer.....John Creulz

W T O R

TORRINGTON—1947
CONN. STATE—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Harold Thomas
Business-Studio Address.....93 Main St.
Phone Number.....4181

CONNECTICUT—DELAWARE

Transmitter Location 93 Perkins St.
Air Time 7 a.m.-M.
News Service AP
Representative Rambeau
General Manager Harold Thomas
Station Manager Edmund Waller
Commercial Manager John J. Morris
Program Director Richard C. Kilbourn
Chief Engineer Russ Jensen

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
Pgm. Dir., Chief Anncr. Wally King
News Dir. Joseph C. Callan
Chief Engineer Russell Jensen

WBR Y WATERBURY—1934—CBS NUTMEG

Frequency: 1590 Kc. Power: 5000 Watts
Owned-Oper. By American-Republican, Inc.

Business-Studio Address 136 Grand St.
Phone Number 3-1125
Transmitter Location Boyden St.
Air Time 6:55 a.m.-12:05 a.m.
News Service AP
Transcription Service World
Representative Avery-Knodel
Membership NAB
President William J. Pape
Commercial Manager Harry A. DeVorke
Sta.-Sales Prom. Mgr.-Pub Dir. J. Maxim Ryder
Prog.-Prod. Dir. Walter O. Howard
Chief Announcer Robert Stewart
News Director E. Christy Erk
Musical Director Louis Bolsvert
Chief Engineer Frank B. Hales
Consulting Engineer McNary & Wrathall

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
Membership NAB
Pres., Gen. Manager Milton H. Meyers
Commercial Manager Gustave Nathan
Program Director Robert Cramer
Publicity Director James Logan
Chief Announcer Gene Valentino
Chief Engineer Gene Fleisher

DELAWARE

*Population 318,085—Increase 19.4% ('40-'50)—Radio Homes 79,350
Families—83,260—Stations in State 5*

WDOV DOVER—1948

Frequency: 1410 Kc. Power: 1000 Watts d.
Owned-Oper. By Del. State Capital
Bcstg. Corp.
Business Address Bradford & Loockerman Sts.
Phone Number 5816
Air Time Daytime
News Service AP
Representative Rambeau
President Dr. C. F. Freed
Gen. Mgr., Pgm. Dir. Mildred Carroll
Commercial Manager William S. Freed
Chief Anncr., Farm Editor Bill Gregory
News Director Chet Smith
Chief Engineer Ralph Galow
Consulting Engineer Herbert L. Wilson Asso.

WAMS 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 Trans-radio
Transcription Service Transradio, Standard
Representative Hollingberry
President Frank S. Carrow
Comm. Mgr. William S. Ewing
News Director Don Mathewson
Sales Prom. Mgr. I. Alan Goff
Program Director Bill Smith
Music Director Alan Barclay
Chief Engineer Herbert Eckstein

DELAWARE—DISTRICT OF COLUMBIA

WDEL

WILMINGTON—1922—NBC

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By: WDEL, Inc.
Business-Studio Address: 10th & King Sts.
Phone Number: 7268
Transmitter: New Castle Co.
Air Time: 6:00 a.m.-1 a.m.
News Service: UP
Transcription Service: World
Representative: Robert 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. Mathiot

WILM

WILMINGTON—1922—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Delaware Bcstg. Co.
Business-Studio Address: 920 King St.
Phone Number: 4-7771
Transmitter: 1 mile N.W.—Route 202
Air Time: 6:30 a.m.-12:30 a.m.
News Service: UP
Transcription Service: World

Representative: Bolling Co.
Membership: NAB, BAB
President-Gen.-Comm. Mgr.: Ewing B. Hawkins
Sta. Mgr., Pgm. Dir.: Robert J. McFann
Commercial Manager: Jack Lee
News, Pub. Dir.: Charles Parnell
Musical Director: Warren Keyser
Chief Engineer: H. Edwin Kennedy
Farm Editor: Richard L. Bair
Consulting Engineer: Jansky & Bailey

WTUX

WILMINGTON—1947

Frequency: 1290 Kc. Power: 500 Watts d.
Owned-Oper. By: Port Frere Bcstg. Co., Inc.
Business-Studio Address: 1326 Market St.
Phone Number: Wilmington 5-8821
Transmitter Location: Port Frere
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Thesaurus
Representative: ForJoe
Membership: NAB
Pres.-Sta. Mgr.: Gordon K. MacIntosh
General Mgr.: Howard R. Robinson
Comm. Mgr.-Publ. Dir.: Sidney Schulman
Program Director: Wanneda L. Clark
Chief Annrc-Prod. Dir.: Fred Hechman
Chief Engineer: Wayne Neuhaus
Consulting Engineer: Dixie McKay

DISTRICT OF COLUMBIA

Population 802,178—Increase 21.0% ('40-'50)—Radio Homes 199,630
Families 205,800—Stations in D. C. 7

WGMS

WASHINGTON, D. C.—1947

Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Operated By: Station WQQW, Inc.
Address: 1125 Vermont Ave., N.W.
Phone Number: Executive 8676
Transcription Service: Associated
News Service: AP
Air Time: Sunrise to Sunset
President: Morris Rodman
General Manager: M. Robert Rogers
Commercial Manager: V. F. Callahan
Program Director: Pierson Underwood
Chief Engineer: Robert B. Martin

Transmitter Location: Florida St. & Lee Hwy.
Air Time: 6 a.m.-1 a.m.
News Service: UP
Representative: Adam J. Young, Inc.
Pres.-Gen.-Sta. Mgr.: William A. Banks
Asst. Gen.-Sta. Mgr.: Dolly R. Banks
Sales Prom. Mgr.: Frank Blandin
Program Director: William Hedgpeth
Chief Engineer: Ralph E. Cannon, Jr.

WMAL

WASHINGTON, D. C.—1925—ABC

Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By: The Evening Star
Bcstg. Co., Inc.
Business-Studio Address: 724 14th St., N.W.
Phone Number: National 5400
Transmitter Location: Green Tree Rd.,
Bethesda, Md.
Air Time: 6 a.m.-1:05 a.m.
News Service: AP, UP
Transcription Service: World, Standard
Representative: ABC Spot Sales

WINX

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

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 . . .

Membership NAB
President S. H. Kauffmann
V.P., General Manager K. H. Berkeley
Sales Prom. Mgr. Howard Bell
Commercial Manager Ben B. Baylor, Jr.
Pgm. Dir. Charles Kelly
Pub. Dir. Mary P. Perry
Chief Anncr. Harold Stepler
News Director William Neel
Chief Engineer Frank Harvey

W O L

WASHINGTON, D. C.—1924—MBS

Frequency: 1260 Kc. Power: 5000 Watts
Owned-Operated By Cowles Bcstg. Co.
Bus.-Studio Address 1627 K St., N.W.
Phone Number Metropolitan 0010
Transmitter Location Brookville Rd.,
Silver Spring, Md.

Air Time Unlimited
News Service AP, UP
Transcription Service 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 R C

WASHINGTON, D. C.—1923—NBC

Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By National Bcstg. Co., Inc.
Business-Studio Address 724 14th St., N.W.
Phone Number Republic 4000
Transmitter Ager Rd., W. Hyattsville, Md.
Air Time 5:30 a.m.-1 a.m.
News Service AP, INS, UP
Transcription Service Thesaurus, Standard
Representative NBC Spot Sales
Membership NAB, BAB
President Joseph H. McConnell
General Manager William R. McAndrew
Program Manager Kenneth French
Sales Director Mahlon Glascock
Chief Engineer Donald Cooper
News Director Cassius Keller
Sales Promotion Manager Tom Geoghegan
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, INS
Representative CBS Radio Sales

... District of Columbia ...

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
News Director..... Ted Koop
Chief Engineer..... Clyde Hunt

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..... Sterling 3800
Transmitter..... Silver Spring, Md.
Air Time..... 24 hrs.
News Service..... AP, UP
Transcription Service..... Capitol, Standard,
Lang-Worth
Representative Forjoe
Membership NAB, BAB
President Joseph Katz
General Manager..... Ben Strouse
Comm. Manager..... Herman Paris
Program Director..... Norman Reed
News Director..... Denis Sartain
Publicity Director..... Irving Lichtenstein
Musical Director..... Burke Pond
Chief Engineer..... Ross H. Beville
Consulting Engineer..... Weldon & Carr

Mr. Plus joins the Staff

WWDC WASHINGTON joins Mutual

The big "PLUS" is now MUTUAL

AP SELLS

For Stations and Sponsors—

For instance . . . WWDC

"The sale of Associated Press newscasts has been consistently successful for WWDC."

BEN STROUSE,
General Manager,
WWDC, Wash., D. C.

FLORIDA

Population 2,711,305—Increase 46.1% ('40-'50)—Radio Homes 689,650
Families 769,800—Stations in State 69

W S W N

BELLE GLADE—1947

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By Seminole Bcstg. Co.
Business Address P. O. Box 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

W D H L

BRADENTON—1946—KBS-LIBERTY

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Manatee Bcstg. Co.
Business Address Memorial Pier
Phone Number 37-531, 37-561
Studio-Transmitter Location Memorial Pier
Air Time 6:45 a.m.-11:45 p.m.
News Service AP
Representative Hil Bcst.
Transcription Service Associated
Pres.-Gen. Sta. Mgr. L. E. Jackobson
Program Director Atch McCabe
Chief Anncr.-Prod. Dir. Al Mareau
Publicity Director Carmen Greenlaw
News Director Bill MacKechnie
Chief Engineer Charles Casile
Farm Editor Ed Ayers

W P I N

CLEARWATER—1946

Frequency: 680 Kc. Power: 1000 Watts
Owned-Oper. By Fla. W. Coast Bcstrs., Inc
Address Whitcomb Building
Phone Number Petersburg 7-0511;
Clearwater 3-2373
Transmitter Location Largo
Air Time Sunrise-Sunset
News Service AP
Station Representative Independent Metro-
politan Sales-New York; Holman Co.,
Chicago
Membership NAB
Gen. Comm. Mgr., Pgm. Dir. Arthur Mundarff
Sta. Mgr. Herb Anderson, St. Petersburg;
Lloyd Wyngarden, Clearwater
Production Director George Gardiner
Chief Announcer Jim Carley
Farm Editor, News Dir. Lloyd Wyngarden
Chief Engineer Manley St. Jean
Consulting Engr. Continental Research Labs

W T A N

CLEARWATER—1947—KBS-LIBERTY

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Clearwater Ra. Bcstrs., Inc.
Business Address P. O. Box 1109
Phone Number 33084
Transmitter Location Municipal Auditorium
Air Time 6:30 a.m.-12:15 a.m.
News Service UP
Transcription Service Capitol Keystone
Representative Joseph Hershey McGillvra
Membership NAB
President Otis E. Pruitt
Gen. Comm. Mgr. Frank L. Parker
Pgm. Dir., Prom. Mgr. Charles Adams
Chief Engineer John D. Callan
Publicity Director Bob Weatherly

W T T T

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 S.W. 16th St.,
S.W. 32nd Ave., Miami
Air Time 7:00 a.m.-12 M.
News Service UP, Transradio
Transcription Service Associated
Representative Joseph Hershey McGillvra
Membership NNAB
President Richard Endicott
Sta. Comm. Mgr. Lee Phillips
Program Director Noah Tyler
Chief Engineer Walter Kinney

W V C G

CORAL GABLES—1947—PG

Frequency: 1070 Kc. Power: 1000 Watts d.
Owned-Operated By Peninsular Bcstg. Corp.
Business Address 223 Aragon Ave.
Phone Number 48-7411-2
Transmitter Bird & Ludlum Rds., Miami
Air Time Sunrise to sunset
News Service AP
Transcription Service Associated
Membership NAB, BAB
President-General Mgr. George W. Thorpe
Program Director Robert S. Stevens
Chief Announcer Peter F. Cole
Chief Engineer Lawrence Mennitt
Consulting Engineer Lynn Smeby

W C N U

CRESTVIEW—1949—KBS-LIBERTY

Frequency: 1010 Kc. Power: 1000 Watts d.

Owned-Operated By... Gulf Shores Bcstg. Co.
 Business-Studio Address.....Box 518
 Phone Number.....3511
 Transmitter Location... Highway 85, Crestview
 Air Time.....Daytime Only
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Hil Best
 Membership.....NAB
 Pres. & Sales Mgr.....D. Grady O'Neal
 Gen. Mgr., Sec. & Treas.....H. French Brown
 Commercial Manager.....Everette McCrary
 Pgm. Dir., Chief Anncr.....Sam F. Townsend
 Chief Engineer.....Tom Miniard

W M F J

DAYTONA BEACH—1935—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....W. Wright Esch
 Business-Studio Address.....244 N. Beach St.
 Phone Number.....6491-2
 Transmitter Location...126½ Magnolia Ave.
 Air Time.....Unlimited
 News Service.....INS
 Transcription Service.....SESAC
 Representative...Joseph Hershey McGillvra
 Membership.....NAB
 Owner.....W. Wright Esch
 General Manager.....B. B. Esch
 Station Manager.....Ray Clancy
 Commercial Manager.....John S. Pitts
 Traffic Director.....Walter Strouse
 Chief Engineer.....Webster K. Ellenwood

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.....Kay Todd
 Production Director.....Helen Traeger
 Chief Announcer.....Richard Bate
 News Director.....Ed Fulke
 Musical Director.....Marilyn Ganung
 Chief Engineer.....James H. Millard
 Consulting Engr.....George C. Davis, Wash-
 ington, D. C.

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.

NOW THAT YOU CAN
 HAVE THE BEST, WHY
 BE SATISFIED WITH LESS

AP

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

WJBS

DELAND—1948—MBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... John B. Stetson Univ.
 Address..... 220 East Hubbard Ave.
 Phone Number..... 1490
 Transmitter Location..... 220 E. Hubbard Ave.
 Air Time..... 6:30 a.m.-11:30 p.m.
 News Service..... AP
 Transcription Service..... RC, Thesaurus
 Membership..... FAB
 President..... Dr. J. Oilie Edmunds
 General Manager..... C. L. Menser
 Station Manager..... Lauren Mickle
 Commercial Manager..... M. M. Davis
 Program Director..... Robert H. Walton
 Sports Director..... Dick Pearce
 Chief Engineer..... Lauren Mickle

WBRD

FT. LAUDERDALE—1950

Frequency: 1580 Kc..... Power: 250 Watts d.
 Owned-Operated By..... Broward Bcstg. Co.
 Address..... P. O. Box 78
 Phone Number..... 2-2563
 News Service..... UP
 President..... L. C. Judd
 Gen. Comm. Mgr..... Robert Standart III
 Prog. Dir., Prom. Mgr..... Frank W. Hainey
 Chief Engineer..... John D. Miller
 News Director..... Bert Wills

WFTL

FORT LAUDERDALE—1948-LIBERTY

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
 Transcription Service..... World
 Representative..... Sears & Ayer
 Gen. Sta. Mgr., Pgm. Dir..... R. L. Bawles
 Commercial Manager..... W. T. Burghart
 Chief Engineer..... Merle Sanford
 Consulting Engineer..... Weldon & Carr

WINK

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 Whified
 Pub. Dir..... Dan Harlacher
 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..... Melody Lane
 Phone Number..... 870
 Air Time..... 6:30 a.m.-11:15 p.m.
 News Service..... UP
 Transcription Service..... Standard
 Membership..... NAB
 Pres., Gen. Sta. Mgr..... Douglas Silver
 Program Director..... Majorie B. Silver
 Commercial Manager..... J. Kingsley Butt
 Chief Announcer..... William Strickland
 Chief Engineer..... James Sowinski
 Farm Editor..... Anne Wilder
 Consulting Engineer..... Andrew Ring

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, Capitol
 Representative..... Ashcraft & Banninger
 Pres., Gen. Sta. Mgr..... R. M. Chamberlin
 Comm.-Sales P. om. Mgr..... Leon E. Mims
 Pgm. Dir., Chief Anncr..... 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, BAB, FMA

FLORIDA

General Manager.....Garland Powell
Commercial Manager.....John Dunnivant
Program Director.....Ray Dantzler
Chief Announcer.....Otis Boggs
Chief Engineer.....Ovid Gano
Farm Editor.....Clyde Beale
Consulting Engineer.....Geo. C. Davis

WIVY

JACKSONVILLE—1948

Frequency: 1050 Kc....Power: 1000 Watts d.
Owned-Operated By.....WIVY, Inc.
Business-Studio Address...135 Riverside Ave.
Phone Number.....4-7722, 4-7723
Transmitter Location...Springrove Ave. at
A. C. & L. RR. Tracks

Air Time.....Local sunrise to local sunset
News Service.....INS
Membership.....NAB
Pres., Gen. Mgr.....Edward J. Oberle
Sta., Comm. Mgr.....Alexander Kiersey
Sales Prom. Mgr.....Joe Forster
Pgm., News Dir.....Al Kiersey
Production Director.....Earl Wood
Publicity Director.....Claude Taylor
Chief Announcer.....Tom Carswell
Musical Director.....Fred Arnold
Chief Engineer.....James Stephens
Consulting Engineer.....Silliman & Barclay

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, Muzak
Representative John Blair; Harry E. Cummings
Sta. Mgr., Chief Engr.....John T. Hopkins III
Program Director.....Marion DeTrowell
Commercial Manager.....J. W. Douglass
Chief Announcer.....Starling Coleman
Musical Director.....Frank Morris
Consulting Engineer.....Paul Godley

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
Air Time.....6 a.m.-1 a.m.
Newspaper Affiliate....Jacksonville Journal
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....John H. Perry
Gen.-Sta. Mgr.....Reggie Martin

Asst. Pgm. Dir.....Martha Thomas
Production Director.....Jocelyn Brown
Publicity Director.....Charlie Harris
News Director.....Jim Underwood
Chief Engineer.....Beecher Hagford
Consulting Engineer.....McIntosh & Inglis

WMBR

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, INS
Transcription Service.....World, Associated
Representative.....Avery-Knodel
President.....Frank King
Comm. Mgr.....Charles M. Stone
Program Director.....Roger O. Van Duzer
Chief Engineer.....Ernest B. Vordermark

WOBS

JACKSONVILLE—1948

Frequency: 1360 Kc....Power: 1000 Watts d.
Owned-Oper. By...So. Radio and Equip. Co.
Business-Studio Address...10 East Forsyth St.
Phone Number.....6-4231
Transmitter Location.....Gilmore Road
Air Time.....Sunrise to sunset
News Service.....INS
Station Representative.....Forjoe
President.....Jack Sharpe
General Manager.....Jim Macri
Commercial Manager.....R. L. McQuage
Program Director.....Wayne Farrell
Chief Engineer.....W. F. Askew

WPDQ

JACKSONVILLE—1942 ABC-FLA.-AMER. GROUP

Frequency: 800 Kc....Power: 5000 Watts
Owned-Operated By...Jacksonville Bcstg. Corp.
Phone Number.....4-4421
Studio Address.....Gulf Life Insurance Bldg.
Transmitter Location.....Lenox Ave.
Air Time.....5:30 a.m.-1205 a.m.
News Service.....AP
Transcription Service.....Standard
Station Representative.....Katz
President.....James R. Stockton
General-Station Manager...Robert R. Feagin
Commercial Manager.....Frank Taylor, Jr.
Sales Prom. Mgr.....Evelyn C. Cooper
Farm Edit., Prod., Pgm. Dir.
James O. Hardin, Jr.
Publicity Dir.....Frieda J. Sanders
News Director.....John MacLean
Chief Announcer.....Tommy Tucker

FLORIDA

Musical Director.....Nelle Gossett
Chief Engineer.....James R. Donovan
Consulting Engineer.....George B. Davis

WRHC

JACKSONVILLE—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WRHC, Inc.

WJVB

JACKSONVILLE BEACH—1947—KBS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Jacksonville Beach Bcstg. Co.
Business-Studio Address.....Penman Rd.
Phone Number.....3674
Representative.....Hil F. Best
Transmitter Location.....Penman Rd.
Air Time.....Sunrise to sunset
President.....H. A. Prather
General Manager.....Lester M. Combs
Commercial Manager.....P. Combs
Chief Announcer.....Rick Hollister
Chief Engineer.....Tom Kindell

WKWF

KEY WEST—1945—MBS-KBS

Frequency: 1600 Kc.....Power: 500 Watts
Owned-Operated By.....John M. Spottswood
Trans. Address.....Stock Island
Phone Number.....510
Air Time.....7:00 a.m.-11:15 p.m.
Representative.....John H. Perry
Pres., Gen., Sta., Comm., Prom. Mgr.
John M. Spottswood
Prog., Prod., Pub. Dir.....Mary S. Spottswood
News Director.....H. E. Day
Chief Engineer.....Charles Lowe
Consulting Engineer.....McNary & Wrathall

WDSR

LAKE CITY—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Deep South Radioways
Business-Studio Address.....126 No. Marion St.
Phone Number.....525
Transmitter.....South of Lake City on U.S. No. 41
Air Time.....6 a.m. to 10:05 p.m.
News Service.....AP
Transcription Service.....Associated
Representative.....Hil Best
Gen. Mgr. & Prin. Partner.....Alfred H. Temple
Program Director.....Owen W. Pannacott
Chief Engineer.....Bruce Singleton
Consulting Engineer.....Kear & Kennedy

WLAK

LAKELAND—1936—NBC

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By.....Lakeland Bcstg. Corp.
Business Address.....P. O. Box 1211

Phone Number.....2127
Transmitter Location.....Shore Acres
Air Time.....5:30 a.m.-12:05 a.m.
News Service.....UP
Transcription Service.....Associated
Station Representative.....John E. Pearson
Pres.-Gen.-Station Mgr.....S. O. Ward
Asst. Mgr., Chief Engineer.....William P. Lee
Comm., Sales Prom. Mgr.....Powell Adams
Program Director.....Charlotte Humphreys
Pub. Dir., Chief Announcer.....Bill Lee
Musical Director.....George Friend
Consulting Engineer.....Everett Dillard

WONN

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

WEAT

LAKE WORTH—1948—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....James R. Meachem
Business Address.....422 N. Dixie Hwy.
Phone Number.....W. Palm Beach 7545
Transmitter Location.....Nineteenth Ave. No.
Air Time.....6:30 a.m.-12:05 a.m.
News Service.....AP
Representative.....Pearson
General Manager.....James R. Meachem
Commercial Manager.....Clifford H. Glick
Program Director.....Bill Schoocraft
Chief Engineer.....Andrew Keicher

WLBE

LEESBURG-EUSTIS—1949—KBS

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

WNER

LIVE OAK—1949—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....John A. Boling
 Business Address.....Jacksonville
 Phone Number.....1450
 Transmitter.....1 Mi. E. city Rte. 90
 News Service.....UP
 Transcription Service.....SESAC, Lang-Worth
 President.....John A. Boling
 Sta., Gen. Manager.....Norman Protsman
 Program Director.....James M. Crosley
 Chief Engineer.....C. S. Parker
 Consulting Engineer.....Claude Gray

WTYS

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. Hway. 90, E.
 Air Time.....5:30 a.m.-10:30 p.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Harry Cummings

President.....John H. Phipps
 General Manager.....L. H. Graves
 Station Manager.....H. C. Harris

WMMB

MELBOURNE—1947

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
 Representative.....Hil Best
 News Service.....UP
 Transcription Service.....Capitol
 Membership.....NAB
 President.....Joseph H. Wickham
 General Manager.....Austin V. Catterton
 Commercial Manager.....Joseph A. Peters
 Chief Engineer.....Kenneth R. Waltz

WIOD

MIAMI—1926—NBC

Frequency: 610 Kc.....Power: 5,000 Watts
 Owned-Oper. By..Isle of Dreams Bcstg. Corp.
 Business-Studio Address...600 Biscayne Blvd.

We've Arrived! We've the Figures to Prove That...

We're No Longer Squalling Brats!

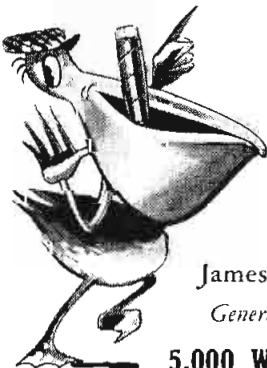
MIAMI

(Dade County) Ranks 4th Among All Official Metropolitan County Areas in Percentage of Population Growth Since 1940!* Among All Cities in Its Population Group...the Miami Area Ranks 1st in Percentage of Population Increase!*

WIOD

(Miami-NBC) Passed Its First Quarter Century Mark This Month! And, Proud We Are to Have Had a Part in the Growth and Development of Miami Into One of the Top Markets in the Entire South! Selling Did It! For the Facts and Figures, Call Our Rep...George P. Hollingbery Co.

*1950 U. S. Census



James M. LeGate,
 General Manager

5,000 WATTS • 610 KC • NBC



F L O R I D A

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 BAB
 President Daniel J. Mahoney
 Manager James M. LeGate
 Commercial Manager Robert L. Fidler
 Program Director Scott Bishop
 News Director Eugene Strul
 Prom. Pub. Dir. Martha Henriquez
 Musical Director Earl Barr Hanson
 Chief Engineer M. C. Scott
 Consulting Engineer Chambers & Garrison

W F E C

MIAMI—1949

Frequency: 1220 Kc. Power: 250 Watts
 Owned-Operated By Howard D. Steere DBA
 Florida E. Coast Bcstg. Co.

Trans-Address 350 N.E. 71st St., Miami
 38, Fla.

Phone Number 89-7534
 Air Time Sunrise to Sunset
 News Service UP
 Station Representative Hil F. Best
 Exec. Director Howard D. Steere
 Station Manager Robert Lyons
 Commercial Manager Norman Stuart
 Program Director Calvert Carter
 Chief Engineer Wm. Reeder

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.
 Address 1605 Biscayne Blvd.

Phone Number 9-2401

Transmitter Location 6½ miles NW of
 Hialeah

Air Time 5:30 a.m.-2:00 a.m.
 News Service INS, UP
 Transcription Service Langworth
 Station Representative The Katz Agency Inc.
 President George B. Storer
 Managing Director Stanton P. Kettle
 Commercial Manager M. N. Babcock
 Sales Promotion Manager Frank Jaffe
 Program Director Ewald Kockritz
 News Director Robert Bingham
 Chief Engineer A. W. Shropshire
 Consulting Engineer A. Earl Cullum

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
 Transcription Service Cole
 Phone Number 3-5556
 Transmitter Location Sunset Rd. & Snapper
 Creek, So. Miami

Air Time 6:30 a.m.-4 a.m.
 News Service INS, Transradio, UP
 Transcription Service Associated
 Representative Forjoe
 Membership NAB, BAB
 President J. Allen Brown
 General Manager Robert G. Venn
 Commercial Manager Wm. Van der Busch
 Merchandise Mgr. Roland Jones
 Pgm. Dir., Sta. Mgr. Ted Anthony
 Production Manager Wm. Rega
 Publicity Director Matty Mathews
 News Director John Price
 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.

Newspaper Affiliation Miami Herald

News Service AP

Transcription Service World

Representative John Blair, Cummings

Membership NAB, BMB

President John S. Knight

General-Station Mgr. Owen F. Uridge

Comm., Sales, Prom. Mgr. Harry Camp

Program Director Don Fischer

Publicity Director Marjorie Christopher

Musical Dir. Walt Svelha

News Director John T. Bills

Chief Engineer Gene Rider

Consulting Engineer A. P. Ring & Co.

W W P B

MIAMI—1947

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By Paul Brake

Business-Studio Address 414 S.W. 2nd Ave.

Phone Number 3-7405

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 I N Z

MIAMI BEACH—1946—LBS

Frequency: 940 Kc. Power: 1000 Watts

Owned-Operated By.....Hollywood Bcstg. System
 Business Address.....304 Lincoln Rd.
 Phone Number.....58-73-11
 Representative.....Perry
 News Service.....Transradio
 Pres., Gen. Mgr.....Jonas Weiland
 Comm., Prom. Mgr.....Jules Lillienthal
 Prog., News Dir.....Dennis Kirwan
 Chief Engineer.....John Reynolds
 Traffic Manager.....Ruth Kalin

W K A T

MIAMI BEACH—1937—MBS

Frequency: 1360 Kc.....Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By.....WKAT, Inc.
 Trans-Address.....1759 No. Bay Road
 Phone Number.....5-5711
 Air Time.....6:00 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Standard, Cole
 Representative.....Weed
 Membership.....NAB
 President.....A. Frank Katzentine
 General Manager.....John I. Prosser
 Commercial Manager...Walter A. Callahan
 Chief Engineer.....Arthur Smith

W M B M

MIAMI BEACH—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Biscayne Bcstg. Co., Inc.
 Business-Transmitter Address..Causeway Ter.
 Phone Number.....5-5586
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Standard, Capitol
 Representative.....Rambeau
 Membership.....NAB BAB
 President.....Kenneth S. Keyes, Sr.
 Gen., Sta., Comm. Mgr.....J. Ly'e Williams
 Sales Prom., Pub. Dir.....Dick Parker
 Program Prod. Dir.....Arnold Kaufman
 Farm Editor.....Lloyd Beckworth
 Chief Engineer.....Charles A. Hartwick, Jr.
 Consulting Engineer.....Gillette

W T M C

OCALA—1939—MBS-KBS

Frequency: 1290 Kc.....Power: 1000 Watts
 Owned-Operated By...Ocala Bcstng. Co. Inc
 Address.....1 Broadcast Place, P. O. Box 831
 Phone Number.....128-129, 1329
 Transmitter Location.....Highway 500, RFD
 Ocala

Air Time.....6:00 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Langworth
 Station Representative...H. Perry Associates
 President.....John H. Perry, Jr.
 General Manager.....T. S. Gilchrist, Jr.
 Station Manager.....John F. Nicholson
 Commercial Manager.....Carl J. Reinhardt
 Program Director.....Ruth Whitley
 Production Director.....James M. Smith
 News Director.....John Nicholson
 Chief Engineer.....Beecher Hayford
 Farm Editor.....James Smith
 Consulting Engineer.....McIntosh & Inglis

W D B O

ORLANDO—1925—CBS

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By...Orlando Bcstg. Co., Inc.
 Business-Studio Address.....P. O. Box 3707,
 30 S. Ivanhoe Blvd.
 Phone Number.....6181
 Transmitter Location.....222 Hazard St.
 Air Time.....5 a.m.-1 a.m.
 News Service.....AP, UP
 Transcription Service.....World, Thesaurus,
 Associated
 Representative...John Blair, Harry Cummings
 Membership.....NAB, BAB, FAB
 Pres., Gen. Mgr.....Harold P. Danforth
 Natl. Sales Dir.....W. G. McBride
 Local Sales Director.....John M. Pedrick
 Program Director.....Rosaland Baggs
 Musical Director.....Walter D. Kimble
 Chief Engineer.....J. E. Yarbrough
 Farm Editor, Chief Anncr.....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 Andersen
 Gen., Sta. Mgr.....Clarence Bracey
 Commercial Manager.....Carl Hallberg
 Pgm. Dir., Chief Anncr.....Dan Daniel
 Publicity Director.....Joan Fluker
 Chief Engineer.....Gene Dashiell
 News Director.....Phil Gaines
 Farm Editor.....Bob Kilgore

W L O F

ORLANDO—1940—MBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By: Hazelwood, Inc.
 Business-Studio Address: Angebilt Hotel
 Phone Number: 8163
 Transmitter Location: Near Orlo Vista
 Air Time: 4:55 a.m.-M.
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Paul H. Raymer
 Membership: NAB, BAB
 President: William Joe Sears
 V.P., Gen. Mgr.: J. Allen Brown
 Comm. Mgr.: Don R. Colee
 Prom. Mgr., Pub. Dir.: Pat Kerr
 Program Director: R. Donahue
 Chief Announcer: Rocky Smith
 News Director: Paul Marlowe
 Chief Engineer: Dodd Daniel
 Farm Editor: Bob Keith

W O R Z

ORLANDO—1946—NBC

Frequency: 740 Kc. Power: 1000 Watts
 Owned-Oper. By: Central Florida Bcstg. Co.
 Business-Studio Address: P. O. Box 2231
 Phone Number: 2-2451
 Studio Address: 740 N. Orange
 Transmitter Location: Winter Garden Rd.
 Air Time: 4:55 a.m.-1:05 a.m.
 News Service: AP
 Transcription Service: Standard
 Representative: Weed
 Membership: NAB, BAB
 President: James Dandelake
 Gen., Comm. Mgr.: Eugene D. Hill
 Station Manager: W. O. Murrell, Jr.
 Sales Prom. Mgr.: Sammy Roen
 Program Dir.: Tony Chastain
 News Director: John Lofton
 Chief Anncr., Farm Editor: Lou Kennedy
 Musical Director: Gordon Towne
 Chief Engineer: Harold Stonitsch
 Consulting Engineer: Silliman & Barkley

W W P F

PALATKA—1947

Frequency: 800 Kc. Power: 250 Watts d.
 Owned-Operated By: Palatka Bcstg. Co.
 Address: 900 River St.
 Phone Number: 354
 Air Time: Local sunrise-local sunset
 News Service: AP
 Transcription Service: Lang-Worth
 Partners: L. C. McCall, J. E. Massey
 Gen.-Station Manager: L. C. McCall
 Commercial Manager: Herb Young
 Music Director: Bruce E. Wilson
 Chief Announcer: Wally Luce
 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. Greenleaf
 Chief Engineer: Clyde E. Walkden

W D L P

PANAMA CITY—1940

FFN—LIBERTY—KBS

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By: Panama City Bcstg. Co., Inc.
 Business-Studio Address: West Beach Dr.
 Phone Number: 777
 Transmitter Location: North Springfield
 Air Time: 5:30 a.m.-11 p.m.
 News Service: UP
 Transcription Service: World
 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 d.,
 250 Watts n.
 Owned-Operated By: Bay County Bcstg. Co.
 Trans-Address: 300 E. 15th St.
 Phone Number: 6176-6177
 Air Time: 6 a.m.-12 p.m.
 News Service: AP
 Transcription Service: Thesaurus
 Pres., Gen., Sta., Comm. Mgr.: E. L. Dukate, Jr.
 Program Director: Eleanor Whitlaw
 Chief Announcer: Cal Howrigan
 News Director: George Rowe
 Chief Engineer: Leon Hance
 Consulting Engineer: Edward Holmes

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 ServiceLang-Worth
 RepresentativeRobert 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 Number4111
 Transmitter Location.....Cary's Lane
 Air Time.....6 a.m.-M.
 Newspaper Affiliation.....News-Journal
 News ServiceUP
 Transcription ServiceWorld
 Representative.....John H. Perry Associates
 President.....John H. Perry
 Gen.-Station Mgr.....J. Holliday Veal
 Commercial Manager.....Irving Welch
 Program Director.....Russell Hirsch
 Chief Engineer.....Harold Heath
 Consulting EngineerMacIntosh

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 Number8-4449
 Transmitter Location.....Smith Shipyard
 Air Time.....6 a.m.-10:15 p.m.
 News ServiceAP
 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—KBS

Frequency: 1570.....Power: 250 Watts d.
 Owned-Operated By.....W. A. Smith
 Address.....P. O. Box 1588, Hopewell Rd.
 Phone Number526
 Transmitter Location.....Hopewell Rd.
 Air Time.....7:00 a.m.-5:30 p.m.
 News ServiceUP
 Transcription Service.....Cole, Eells
 Station RepresentativeBest
 Gen., Comm. Mgr.....Leon Lloyd
 Program Director.....Elyse Shuman
 Chief Announcer.....Jerry Bleich
 News Director.....Joseph J. Wilson
 Chief Engineer.....Jim Cruikshank

W C N H

QUINCY—1948

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Quincy Bcstg. Corp.
 Business Address.....Box 190, Quincy
 Phone Number300
 Studio-Transmitter Location...Shelley Heights
 Air Time.....6 a.m.10 p.m.
 News ServiceAP
 Transcription ServiceLang-Worth
 MembershipNAB
 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—1940—CBS

Frequency: 1240 Kc.....Power: 250 Watts d.,
 250 Watts n.
 Owned-Operated By.....Fountain of Youth
 Broadcasting Co.
 Address.....Box 588 Magnolia Park
 Phone Number1622
 Transmitter Location.....Magnolia Park
 Air Time.....6 a.m.-12:05 a.m.
 News ServiceUP
 Station Representative..Avery-Knodel Agency
 President.....John C. Bell
 Gen., Sta., Comm., Prom. Mgr.
 John E. Bernhard, Jr.
 Prog., News, Prod., Music, Pub. Dir.
 Frankye C. Walker
 Chief Announcer.....Bob Sheppe
 Chief Eng., Farm Editor.....Ernest Raistrick

W P I N

**ST. PETERSBURG-CLEARWATER—
1946**

Frequency: 680 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Florida West Coast
 Broadcasters, Inc.
 Address.....Royal Palm Hotel
 Phone Number7-0511
 Transmitter Location.....Largo, Florida
 Air Time.....Sunrise to Sunset only
 News ServiceAP
 Station Representative.....Ind. Met. Sales
 Gen., Comm. Mgr.....Arthur Mundorf
 Sta. Mgr., Prog. Dir.....Herbert Anderson
 Chief Engineer.....Manly St. Jean

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 Number7-4747-8
 Transmitter LocationBayview

News Service UP
 Transcription Service Associated
 Representative Weed
 Membership NAB
 Sta., Prom. Mgr. George D. Robinson
 Commercial Manager..... Vera New
 Pgm. Dir., Chief Engr..... Louis J. Link
 Chief Announcer..... Burl McCarty

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.
 News Service UP
 Transcription Service World, Capitol
 Representative John E. Pearson
 Membership NAB
 President Nelson Poynter
 V.P., Gen. Mgr. F. J. Kelly
 Comm. Mgr. L. L. Wildman
 Prom., Prog. Dir. Jack Faulkner
 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.
 Representative Hil Best
 News Service UP
 Gen. Mgr. Myron A. Reck
 Comm. Mgr. Dick Aiken
 Program Dir. J. Marion Harman, Sr.
 Chief Engineer Emerson Browne

W K X Y

SARASOTA—1949—LIBERTY

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Operated By Sarasota Bcstg. Co.
 Business Address P. O. Box 2431
 Phone Number 3666
 Representative Hil Best
 News Service AP
 Transcription Service Capitol
 Gen. Mgr., Chief Engr. A. G. Fernandez
 Comm. Mgr., News Dir. William P. Carey
 Pgm. Dir., Farm Editor. Robert W. Hanesworth

W S P B

SARASOTA—1939—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WSPB, Inc.
 Business Address Ringling Isle
 News Service UP
 Transcription Service World

Representative John E. Pearson
 President Robert C. Jones, Jr.
 General-Station Manager. John B. Browning
 Comm. Mgr. William Baskerville, Jr.
 Pgm., Prod., Pub. Dir. David Hale
 Music Director Margaret Fleischman
 Chief Engineer James E. Grant

W J C M

SEBRING—1950—LBS

Frequency: 1340 Kc. Power: 100 Watts
 Owned-Operated By Highlands Bcstg. Co.
 Business Address P. O. Box 233
 Phone Number 81811
 Representative Best
 Transcription Service Standard
 News Service UP
 President Henry L. Jollay
 Gen., Comm., Mgr., Chf. Eng. ... J. R. H. Wilson
 Program Director Jim Hardie

W T A L

TALLAHASSEE—1935—MBS—CBS

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Oper. By John H. Phipps Radio
 Stations
 Business Address P. O. Box 989
 Phone Number 2-1270
 Studio Address Cherokee Hotel
 Transmitter Location Lake Bradford
 News Service AP
 Transcription Service World
 Representatives Blair, Cummings
 President John H. Phipps
 General Manager L. Herschel Graves
 Program Director Joe Hosford
 Chief Engineer W. A. Snowden, Jr.

W T N T

TALLAHASSEE—1946-ABC-KBS-FAG

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Tallahassee Appli. Corp.
 Business-Studio Address Duval Hotel
 Phone Number 2-1450
 Transmitter Location East Park Ave.
 News Service UP
 Transcription Service World, Associated
 Representative Thomas F. Clark
 Membership NAB
 President, General Manager. Frank W. Pepper
 Comm., Sales Prom. Mgr. Frank W. Hazellton
 Program Director Tom Dunn
 Chief Engineer Charles Clifton

W A L T

TAMPA—1946—LBS

Frequency: 1110 Kc. Power: 1000 Watts d.
 Owned-Operated By W. Walter Tison tr/as
 Tampa Broadcasting Company
 Address 401 W. Tyler St.

FLORIDA

News Service AP
Transcription Service Langworth
Station Representative Perry Associates
Pres., Gen., Sta., Comm. Mgr. W. Walter Tison
Sales Promotion Manager Coburn Gum
Pgm., Prod. Dir. C. W. Geer
Publicity Director Coburn Gum
Chief Announcer Gene Garcia
News Director Jimmy Willson
Musical Director Sandy Geer
Chief Engineer J. B. Tison
Asst. Ch. Eng. Milton Lock
Farm Editor C. W. Geer
Consulting Engineer Kear & Kennedy
Recording Engineer Arthur Betts

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
Newspaper Affiliation Tampa Daily Times
News Service AP
Transcription Service Associated
Representative Katz
Membership NAB
President David E. Smiley
Gen.-Sta.-Comm. Mgr. L. Spencer Mitchell
Prog.-Prod.-Publicity Dir. Kenneth W. Skelton
Musical Director Edward C. Walker
Chief Announcer S. J. Fleischman
Chief Engineer William Pharr Moore
Farm Editor Mark E. Swingley
Consulting Engineer Paul Godley

W E B K

TAMPA—1950

Frequency: 1590 Kc. **Power:** 1000 Watts d.
Owned-Operated By Hillsboro Bcstg. Co.
Address 1521 E. Broadway
Phone Number 4-3982
News Service INS
Co-Owners E. P. Martin,
 Mrs. Alpha Martin, Elmo B. Kitts
President E. P. Martin
Vice-President Mrs. Alpha Martin
General Manager Elmo B. Kitts
Program Director Mrs. Ann Bowman
Chief Engineer Angelo Louis Fazzri

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 Melvin A. Myer
Sales Prom. Mgr., Pub. Dir. Tom Matthews
Prog.-Prod. Director Paul M. Jones
Chief Announcer, Farm Editor Mardi Liles
News Director Fred Reiter
Musical Director Frank Grasso
Chief Engineer Joseph Mitchell

W H B O

TAMPA—1948

Frequency: 1050 Kc. **Power:** 250 Watts d.
Owned-Operated By Harold A. Dunlap
Business Address 8122 Nebraska Ave.
Phone Number 33-2251
Transmitter Location 10001 Florida Ave.
Air Time Local sunrise-sunset
News Service AP
General Manager Harold A. Dunlap
Business Manager Ken Weber
Sales Prom. Manager Richard P. Baker
Program Director Ellen Melching
Traffic Dir. Betty Strong
Chief Engineer Edwin W. Hill
Consulting Engineer E. C. Page

W I R K

**WEST PALM BEACH—1947—MBS
SCBS**

Frequency: 1290 Kc. **Power:** 1000 Watts
Owned-Operated By Ken-Sell, Inc.
Business Address 715 S. Flagler Drive
Phone Number 2-1744
Transmitter Location S. Military Trail
Air Time Unlimited
News Service INS
Transcription Service Associated
Representative Cooke
Pres., Gen., Sta. Mgr. Joseph S. Field, Jr.
Pgm. Prod. Dir. James C. Steele, Jr.
Chief Anncr., Mus. Dir. James W. Anderson
Chief Engineer William P. Heitzman
Farm Editor John Wooten

W J N O

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 2-3638
Air Time 6:30 a.m.-12:05 a.m.
News Service UP

FLORIDA—GEORGIA

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 Address..... S.W. Lake Howard Dr.
 Phone Number 31-313
 Transmitter Location..... Lake Howard Dr.
 Air Time..... 6 a.m.-11:15 p.m.
 News Service AP
 President..... Frederick L. Allman
 General Manager..... Larry Rollins
 Program Director..... Richard Eyrich
 Chief Engineer..... L. Orden Trady
 Consulting Engineer..... Dixie McKey

GEORGIA

*Population 3,444,578—Increase + 10.3% ('40-'50)—Radio Homes 699,800
 Families 840,100—Stations in State 74*

WALB

ALBANY—1940—ABC

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By... Herald Publishing Co.
 Transmitter Location..... Old Leesburg Road
 Phone Number 1590-1
 Air Time..... 6:30 a.m.-12 M.
 News Service AP
 Transcription Service..... World
 Representative Burn-Smith-Dodson
 Membership NAB, BAB
 President..... James H. Gray
 Gen., Sta., Comm. Mgr..... E. Arthur Tate
 Pgm., Prod. Dir..... Tommy Stillwagon
 News Editor..... Don Fernando
 Chief Engineer..... Thomas Duke
 Farm Editor..... Bill Bowick
 Consulting Engineer..... W. J. Holey

Owned-Operated By... The Americus Bdcstg. Co.
 Business-Studio Address... 109½ Windsor Ave.
 Phone Number 3681-3682
 Transmitter Location..... McGarragh St.
 Air Time..... 7 a.m.-11:15 p.m.
 News Service AP
 Transcription Service Capitol
 Representative Continental
 Pres., Gen. Mgr..... James R. Blair
 News. Sta., Pgm. Dir., Chief Anncr.
 Charles C. Smith

Comm. Mgr., Farm Editor... Robert V. Rogers
 Chief Engineer..... John Rivard

WGAU

ATHENS—1938—CBS-GALS-KBS

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..... 6:35 a.m.-12:05 a.m.
 News Service AP
 Owners..... J. K. Patrick,
 C. A. Rowland, E. Brasswell, Tate Wright

Gen., Sta., Comm. Mgr..... R. Lewis Doster
 Program Dir..... Mary L. Belts
 Chief Announcer..... Sol Abrams
 Chief Engineer..... Bill Evans

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 13760
 Transmitter Location..... Gillionville Road
 Air Time..... 6:45 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Associated
 Representative..... George P. Hollingbery
 Membership NAB, BAB
 President..... J. W. Woodruff
 Executive Manager..... J. W. Woodruff, Jr.
 Sta.-Comm.-Sales Prom. Mgr..... L. M. George
 Program, News Director..... Walter H. Flint
 Chief Engineer..... Redus A. Carlton
 Farm Editor..... Bill Fowler

WRFC

ATHENS—1948

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Operated By... Radio Athens, Inc.
 Business-Studio Add..... 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 AB, BAB
 Representative... Dodson Agency (Southeast)

WDEC

AMERICUS—1947—MBS

Frequency: 1230 Kc. Power: 250 Watts

GEORGIA

Pres., Sta., Gen. Mgr. L. H. Christian
 Commercial Manager Claude Williams, Jr.
 Prom., Pgm. Dir. Charles A. McClure
 News Director H. R. Holden
 Chief Engineer L. D. Drewry
 Farm Editor R. D. Stephens
 Consulting Engineer W. J. Holey

WAGA

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, BME
 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

WATL

ATLANTA—1931—LIBERTY

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By Atlanta Bcstg. Co.
 Business Address Henry Grady Bldg.,
 Phone Number Walnut 4377-8
 Transmitter Location Chalmers Dr., S.W.
 Air Time 8 a.m.-M.
 News Service INS
 Transcription Service Standard
 Representative ForJoe
 President J. W. Woodruff, Sr.
 General Manager J. W. Woodruff, Jr.
 Commercial Manager E. A. Wing
 Program Director E. R. Capral
 Chief Engr., Sta. Mgr. G. C. Livingston, Jr.
 Farm Editor H. W. Fields

WGST

ATLANTA—1923—MBS

Frequency: 920 Kc. Power: 5000 Watts d.;
 1000 n.
 Owned-Operated By Board of Regents, Uni-

WGST

5000 WATTS
920 KC

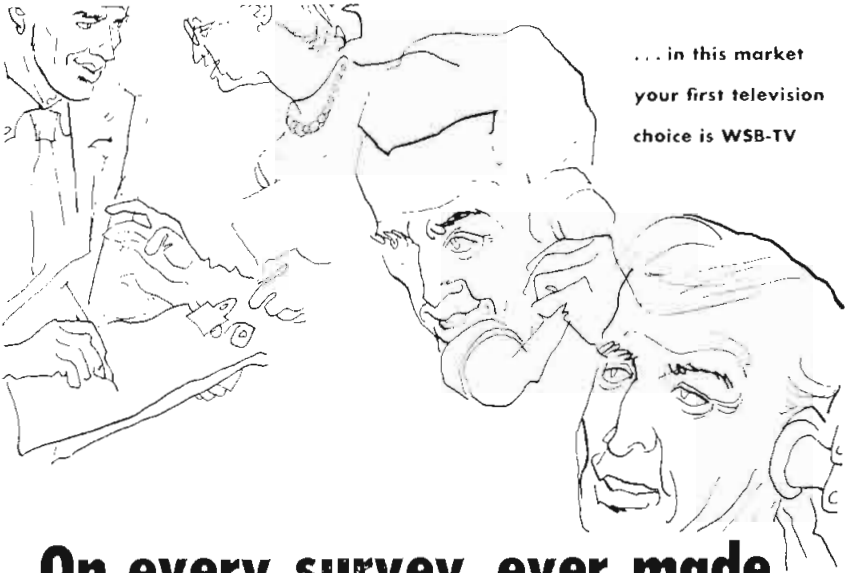
COMPLETE
MERCHANDISING
SUPPORT

TOP
LOCAL
STAFF

ABC
NETWORK

**LOWEST COST PER THOUSAND
TO COVER ATLANTA
NATION'S NO. 2
TEST CITY**

REPRESENTED BY
JOHN BLAIR
IN THE SOUTHEAST BY
CHARLES C. COLEMAN



... in this market
your first television
choice is WSB-TV

**On every survey ever made
of listener preference
in the great Atlanta market
WSB has been FIRST!**

**Ask your Petry man to show you the latest ratings*



WSB

THE ATLANTA JOURNAL • THE ATLANTA CONSTITUTION

750 KC • 50,000 WATTS • NBC AFFILIATE



versity System of Ga., behalf Ga. Institute of Technology
 Business-Studio Address.....Forsyth Bldg.,
 Phone Number.....Walnut 8441
 Transmitter Location.....Cheshire Bridge Rd.
 Air Time.....5:30 a.m.-12:30 a.m.
 News Service.....AP
 Representative...Blair; Coleman (Southeast)
 Chairman Bd. of Regents.....F. M. Spratlin
 General Manager.....John Fulton
 Asst. Mgr., Chief Engr.....Ben Ackerman
 Sales Promotion Manager.....Paul Sanford
 Pgm., Prod. Dir.....Jack Kelly
 Publicity Director.....Paul Sanford
 Consulting Engineer.....John Mullaney

W B G E

ATLANTA—1947

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....General Bcstg. Co.
 Bus.-Studio Address...Georgian Terrace Hotel
 Phone Number.....Vernon 1194
 Transmitter.....467-469 W. Peachtree St., N.E.
 News Service.....AP
 Representative.....Burn-Smith
 President.....Mike Benton
 General Manager.....David J. Holt
 Commercial Manager.....Stan Raymond
 Production Director.....H. S. Langham
 Chief Announcer.....Bob McGarrity
 Chief Engineer.....David J. Holt
 News Director.....Gene Mushall
 Farm Editor.....Dick Granville

W E A S

ATLANTA-DECATUR—1947

Frequency: 1010 Kc....Power: 10,000 Watts d.
 Owned-Oper. By...Eurith Dickinson Rivers, Jr.
 Address.....217 W. Ponce de Leon Ave.
 Phone Number.....Dearborn 2521
 Transmitter Location...Lawrenceville Hiway
 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

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
 Representative.....Interstate
 President.....J. B. Blayton, Sr.
 Gen. & Sta. Mgr.....J. B. Blayton, Jr.

Program Dir.....A. Kenneth Knight
 Publicity Director.....L. M. Wells
 Chief Anncr., News Dir.....R. Brisendine
 Chief Engineer.....William F. Kennedy

W Q X I

ATLANTA—1948—MBS

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Operated By.....R. W. Rounsaville
 Business-Studio Address.....Peachtree at
 Mathieson
 Phone Number.....Cherokee 2196
 Transmitter Location...Cheshire Bridge Rd.
 Air Time.....6 a.m.-Sunset
 News Service.....UP
 Transcription Service.....World
 Station Representative.....Walker
 Pres., Gen. Mgr.....R. W. Rounsaville
 Station Manager.....H. G. Price
 Program Dir.....Bob Corley
 News Director.....Herb Harris
 Chief Engineer.....Harold Price

W S B

ATLANTA—1922—NBC

Frequency: 750 Kc.....Power: 50000 Watts
 Owned-Oper. By...Atlanta Newspapers, Inc.
 Business-Studio Address.....Biltmore Hotel
 Phone Number.....Hemlock 1045
 Transmitter Location.....Tucker
 Air Time.....5:15 a.m.-1:05 a.m. (Mon.-Sat.)
 7 a.m.-1:05 a.m. (Sun.)
 News Service.....AP, UP
 Transcription Service.....World, Standard
 Representative.....Edward Petry
 Membership.....NAB, BAB
 President.....G. C. Biggers, Sr.
 General Manager.....John M. Outler, Jr.
 Commercial Manager.....Frank Gaither
 Sales Promotion Manager...Vincent C. Piano
 Program Director.....Marcus Bartlett
 Publicity Director.....Wayne L. Anderson
 Chief Engineer.....C. F. Daugherty
 Musical Director.....Bob Van Camp
 Farm Editor.....Lee Morris
 Consulting Engineer.....Frank McIntosh

W B B Q

AUGUSTA—1946—MBS-KEYSTONE

Frequency: 1340 Kc.....Power: 250 Watts
 Owner.....Savannah Valley Bdcstg. Co.
 Business-Studio-Transmitter
 Location.....515 Jefferson Davis Avenue
 Phone Number.....4-5441
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP
 Representative.....Walker
 President.....George G. Weiss
 Gen., Sta., Comm. Mgr.....John W. Watkins
 Sales Prom. Mgr., Pub. Dir.....Russell Poteet
 Pgm., Prod. Dir.....George M. Scott

Chief Engineer.....Marvin Tarpley
 News Director.....George Scott
 Farm Editor.....Ed Dunbar

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
 News Service.....UP
 Transcription Service.....RCA
 Representative.....Avery-Knodel
 Membership.....NAB, BAB
 Pres., Gen. Mgr.....A. D. Wilard, Jr.
 Station Mgr.....Donald MacDonald
 Program Dir.....Warren Hites
 Prod. Dir., Chief Annr.....John G. Lyon
 News Director.....John Barnes
 Chief Engineer.....John Jopling
 Farm Editor.....Ed Tracy
 Consulting Engineer.....Ring & Clark

W J B F

AUGUSTA—1945—NBC

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Oper. By..Georgia-Carolina Bcstg. Co.
 Phone Number.....4-2421
 Transmitter Location.....Sunset Ave.
 Air Time.....6:00 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Taylor
 Membership.....NAB, BAB
 Pres., Gen. Mgr.....J. B. Fuqua
 Station Mgr.....D. M. Kelly, Jr.
 Commercial Manager.....Steve Manderson
 Pub., Pgm. Dir.....Tom Hennessy
 Chief Announcer.....Hugh Allison
 Chief Engineer.....Ernest Swint

W R D W

AUGUSTA—1930—CBS

Frequency: 1480 Kc.....Power: 5000 Watts

Owned-Operated By....Radio Augusta, Inc.
 Business-Studio Address...8th & Broad Streets
 Phone Number.....2-8805
 Transmitter Location.....Berckmans Rd.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Headley-Reed
 Membership.....NAB
 President.....Ernest D. Black
 Gen., Sta. Sales Prom. Mgr.....W. R. Ringson
 Commercial Manager.....Wm. B. Smart
 Pgm., Pub. Dir.....Charles H. Pointel
 Production Director.....Raymond Culpepper
 News Director.....F. F. Hubbs
 Chief Engineer.....Rabun F. Bobo
 Farm Editor.....Bob Ruckle

W M G R

BAINBRIDGE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....S. Marvin Griffith
 Address.....Faceville Hiway
 Phone Number.....776
 General Mgr.....S. Marvin Griffith

W G I G

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

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 Hargreaves

W G R A

CAIRO—1950

Frequency: 1300 Kc.....Power: 1000 Watts d.

Owned-Oper. By....Grady Mitchell Bcstg. Co.
 Address.....Bainbridge Rd.
 Phone Number.....439
 Transcription Service.....Standard
 News Service.....UP
 President.....Ed Stevens
 General Manager.....William C. Woodall
 Comm. Mgr., Chief Engr.....Jim Honey
 Program Director.....Kenneth E. Flynt
 Prom. Mgr., News Dir.....Royce A. Jones
 Farm Editor.....Bob Davis

W L B B

CARROLLTON—1947—GALS-KBS

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.
 News Service.....UP
 Transcription Service.....Thesaurus
 Membership.....NAB
 General Mgr.....Thomas K. Vassey
 Commercial Manager.....Dale Smith
 Production Manager.....Hiram Bray
 Prom. Mgr.....Dale C. Smith
 Chief Engineer.....Chessley F. Hooper
 Remote Studio Mgr..(Bremen, Ga.) D. Brown

W B H F

CARTERSVILLE—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....W. R. Frier
 Transmitter Location.....Dallas Road
 Phone Number.....1200
 Air Time.....6 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....W. Ryan Frier
 Gen., Sta. Mgr.....W. Ryan Frier
 Commercial Manager.....Minor C. Shadburn
 Promotion Manager.....James H. New
 Program Director.....Martha Sullins
 Chf. Engr., Farm Editor.....J. T. Norton
 News Director.....George Boswell
 Consulting Engineer.....W. J. Holey

W G A A

**CEDEXTOWN—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.....6:45 a.m.-11:15 p.m.
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB, BAB
 President.....O. C. Lam
 Gen., Sta., Comm. Mgr.....Frank H. Burgess
 Program Director.....Wade H. Boggs
 Production Director.....Harold Burgess
 Chief Engineer.....Garry C. Hunt
 Chief Anncr., Farm Editor...W. D. Hendrix
 Consulting Engineer.....Garry C. Hunt

W D A K

COLUMBUS—1943—NBC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Radio Columbus, Inc.
 Business-Studio Address.....Martin Bldg.
 Phone Number.....5447
 Transmitter Location.....Brickyard Road
 Air Time.....5:30 a.m.-1:05 a.m.
 News Service.....AP
 Transcription Service.....World

Station Representative.....Headley-Reed
 Membership.....NAB, BAB
 President-General Manager..Allen M. Woodall
 Sta. Mgr., Pub. Dir.....Miles H. Ferguson
 Commercial Manager.....William Massie
 Pgm., Prod. Dir., Chief Anncr.....Joe Byars
 Musical Director.....Loretta Exum
 Chief Engineer.....Hudie Brown

W G B A

COLUMBUS—1947—ABC-MBS

Frequency: 1460 Kc.....Power: 1000 Watts
 Owned-Operated By...Ga.-Ala. Bdcstg. Corp.
 Business-Studio Address...1213½ Broadway
 Phone Number.....3-3603
 Transmitter Location.....Morris Rd.
 Air Time.....6 a.m.-1 a.m.; Sun: 6:55 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Branham
 Membership.....NAB, BAB
 President.....A. H. Chapman
 General Manager.....Walter M. Windsor
 Commercial Manager.....A. H. Haack, Jr.
 Program Director.....Ridley Bell, Jr.
 Sales Promotion Manager.....Hillard Brown
 Chief Engineer.....William R. Atkinson
 Consulting Engineer.....McNary & Wrathall

W R B L

COLUMBUS—1928—CBS

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Operated By.....Columbus Bdcstg. Co.
 Business-Studio Address...1350 - 13th Ave.
 Phone Number.....2-0601
 Transmitter Location.....Phenix City, Ala.
 News Service.....INS, UP
 Transcription Service.....Associated
 Representative.....George P. Hollingbery
 Membership.....NAB, BAB
 Exec. Gen., Sta. Mgr.....J. W. Woodruff, Jr.
 Partner.....J. W. Woodruff, Sr.
 Commercial Manager.....B. Ed Johnson
 Pgm., Prod. Dir.....George Gingell
 News Director.....George Theeringer
 Musical Director.....George Davis, Jr.
 Publicity Director.....Nora Brennan
 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.....668
 News Service.....UP
 President.....James S. Rivers
 General Mgr.....William E. Blizard, Jr.
 Comm., Prom. Mgr.....Willard Belote
 Program Dir.....Bryant Lane
 Chief Engineer.....Reo Chairland

WMOC

COVINGTON—1946—MBS-KBS
GA. SPORTS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By The Covington News
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

WBLJ

DALTON—1940—MBS-KEYSTONE

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Dalton Bdcstg. Corp.
Business-Studio Address 111 South Pentz St.
Phone Number 1180-1
Transmitter Location River Bend Rd.
Air Time 6 a.m.-11:15 p.m.
News Service UP
Transcription Service Thesaurus
Membership NAB, BMB
President H. C. Kenemer
Gen. Sta. Mgr. William B. Davies
Program Director Bernice Ewton
News Director James L. Clark
Chief Engineer John S. Andrews
Consulting Engineer Claude Gray

WDWD

DAWSON—1948

Frequency: 990 Kc. Power: 1000 Watts D.
Owned-Operated By Dawson Bdcstg. Co.
Trans.-Bus.-Studio Address Farrott Road
Phone Number 415
Air Time Daytime
News Service UP
Transcription Service Standard. B. Eells
Membership NAB
President Ed Stevens
Gen., Sta., Comm., Sales Prom. Mgr.
W. C. Woodall, Jr.
Program Director Olyn L. Gee
Publicity Director George Burton, Jr.
Chief Anncr., News Dir. Bill McGuirt
Chief Engineer Joe Stephens
Consulting Engineer W. J. Holey

WGLS

DECATUR—1949—GALS

Frequency: 970 Kc. Power: 1000 Watts d.
Owned-Oper. By DeKalb Bcstg. Co.
Business-Studio Add. 546 N. McDonough St.
Phone Number Crescent 6471
Transmitter Location Northern Ave.
News Service UP
Transcription Service Standard
President Guy W. Rutland, Sr.
Gen. Sta. Mgr., Pub. Dir. Sam W. Kane
Comm. Sales Prom. Mgr. Al Ciraldo
Program Dir. Ruth Kent
News Dir., Farm Editor Tom Nolan
Chief Engineer Sam Dillard

WDMG

DOUGLAS—1947

Frequency: 860 Kc. Power 1000 Watts D.
Owned-Operated By WDMG, Inc.
Business-Studio Address 620 E. Ward St
Phone Number 564
Transmitter Location Alma Highway
Air Time Sunrise-sunset
News Service UP
Transcription Service World, SESAC
Representative Dora C. Dodson
Membership NAB
President Downing Musgrove
General Manager B. F. J. Timm
Musical Director George Lund
Chief Engineer Wilfrido Nunez
Consulting Engineer Claude M. Gray

WMLT

DUBLIN—1945—MBS-GALS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Dublin Bdcstg. Co.
Business Address Dublin
Phone Number 871-2
Studio-Transmitter Location Franklin St.
Air Time 6:30 a.m.-11:05 p.m.
News Service AP
Transcription Service Thesaurus
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-Oper. By James S., Doris R. Rivers
Address 203 E. Point St.
Phone Number Fairfax 4343
Transmitter Location Dotson Drive
Air Time 6 a.m.-Sunset

News ServiceINS
 Transcription ServiceKBS
 President.....James S. Rivers
 Gen. Sta. Mgr.....Willard Belote
 Commercial Manager.....James Brown
 Promotion Manager...William T. Middlebrook
 Music, Pgm., Prod. Dir.....Helene Randal
 Publicity Director.....Walter Hood
 Chief Engineer.....Wm. J. Hill, 3rd
 Farm Editor, Chief Anncr., News Dir.
 J. Brannon

W S G C

ELBERTON—1946—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Elberton Bcstg. Co.
 Address.....Elberton
 News ServiceAP
 RepresentativeContinental Radio Sales
 Manager.....Melvin C. Gorman

W B H B

FITZGERALD—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Ben Hill Bdcstg. Corp.
 Address.....600 Roanoke Dr.
 Phone Number740
 Air Time.....6:15 a.m.-11 p.m.
 News Service.....AP
 President.....Arthur Carpenter, Jr.
 Gen. Mgr., Chief Engrt...Thomas R. Hanssen
 Comm. Mgr.....Charles W. Dowdy
 Program Dir.....Mavis Mobley

W D U N

GAINESVILLE—1947—LIBERTY

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By Northeast Ga. Bdcstg. Co.
 Business-Studio Address....217½ S. Main St.
 Phone Number2342-1
 Transmitter LocationTower Heights
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Transcription ServiceCapitol
 RepresentativeContinental
 MembershipNAB, BAB
 President.....Paul C. Ploginos
 Gen., Sta. Mgr.....John W. Jacobs, Jr.
 Commercial Manager.....Gary Arnold
 Program Director.....Julius Still
 Chief Engineer.....Lesley P. Brooks
 Consulting Engineer....Chambers & Harrison

W G G A

GAINESVILLE—1941—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Blue Ridge Bdcstg. Co.
 Business Address.....P. O. Box 654
 Phone Number.....1600
 Studio-Transmitter Location...2400 Athens Rd.

Air Time.....6 a.m.-M.
 News Service.....UP
 Representative.....Dora Dodson Agency
 Pres., Gen. Mgr.....Charles A. Smithgall
 Commercial Manager.....E. F. MacLeod
 Program Director.....Robert Schwab
 Musical Dir.....James A. Hartley
 Chief Engineer.....F. Keith Brown

W K E U

GRIFFIN—1934—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WKEU, Inc.
 Address.....P. O. Box 155
 Phone Number5507
 Transmitter LocationGriffin
 Air Time.....6 a.m.-11:15 p.m.
 News ServiceUP
 RepresentativeSears-Ayer
 President, General Mgr....A. W. Marshall, Jr.
 Chief Anncr., News Dir.....Bill Pennell
 Comm. Mgr., Pgm. Dir., Chief Engr.
 G. H. Whitley, Jr.
 Consulting Engineer.....Ben Ackerman

W K L Y

HARTWELL—1947

Frequency: 980 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Louie L. Morris
 Business Address.....Box 189, Hartwell
 Phone Number71
 Studio-Trans. Location....Bowerville Hiway
 Air Time.....Local sunrise-sunset
 News Service.....UP
 Transcription ServiceCapitol
 President.....Louie L. Morris
 Gen., Sta. Mgr., Pgm. Dir...Max G. Pfænder
 Comm. Mgr., News Dir.....Joe Wilder
 Sales Prom. Mgr.....Burch Griffin
 Chief Anncr., Engr.....Broadus McLane

W B G R

JESSUP—1949—KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Altamaha Bcstg. Co.
 Address.....Jessup
 Phone Number.....2444, 2232
 Transmitter Location....Waycross Highway
 Air Time.....Sunrise-Sunset
 News ServiceUP
 Transcription ServiceStandard
 Representative.....Dora C. Dodson
 Pres., Gen. Mgr.....W. G. Thomas
 Comm. Mgr.....Fred Miliken
 Chief Announcer.....Joseph F. Crum
 News Dir., Prom., Prod. Mgr...Frederic Kea, Jr.
 Chief Engineer, Farm Editor...D. A. Nichols

W L A G

LA GRANGE—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts

G E O R G I A

Owned-Operated By . . . LaGrange Bdcstg. Co.
 Business-Studio Address . . . 305-307 Broome St.
 Phone Number 3505
 Transmitter Location LaGrange
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Membership NAB, BAB
 President Roy C. Swank
 General-Station-Commercial
 Manager Edwin Mullinax
 Program Director John Boggett
 Publicity Director Fayelle Scarborough
 Musical Director William Hyde, Jr.
 News Editor Bill Gregory
 Chief Engineer James McKay
 Farm Editor Joe Hawkins
 Consulting Engineer Holey & Hillegas

W B M L

MACON—1940—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By . . . Middle Georgia Bdcstg.
 Co.
 Business-Studio Address 240 Second St.
 Phone Number 2728
 Transmitter Location 8th & Cherry St.
 Air Time 6 a.m.-12:30 a.m.
 News Service AP
 Transcription Service World
 Representative O. L. Taylor
 Membership NAB, BAB
 President E. D. Black
 Gen., Sta. Mgr. Charles W. Fitman
 Commercial Manager Walter Graham
 Prod., Music Dir. Nancy Hester Richardson
 Prod., Pub., News Dir. Frank Proctor
 Chief Announcer Tommy Snellgrove
 Chief Engineer H. S. Goodrich
 Consulting Engineer George Davis

W I B B

MACON—1948

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . Peach State Bcstg. Co., Inc.
 Business-Studio Address . . . Professional Bldg.
 Phone Number Ivy 2716
 Transmitter Location Millirons Road
 Air Time Local sunrise-sunset
 News Service UP
 Pres., Gen. Mgr. Thomas H. Maxwell
 Commercial Manager George W. Patton
 Sales Prom. Mgr. Don C. Frost
 Production Director Dick Ashby
 Publicity Director Betty Crowell

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 Kats
 Membership BMB
 Pres., Chief Engineer George P. Rankin
 Gen., Sta. Mgr., Pgm. Dir. Wilton E. Cobb
 Sales Prom., Comm. Mgr. Frank Crowther
 Publicity Director Ed Pendleton
 News Director Ben Chatfield
 Chief Announcer Lloyd Harris
 Farm Editor D. F. Bruce
 Consulting Engineer George C. Davis

W N E X

MACON—1945—MBS-GFSN

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Macon Bcstg. Co.
 Business-Studio Address Bibb Bldg.
 Phone Number 8211
 Transmitter Location Rogers Ave.
 Air Time 5:45 a.m.-12:35 a.m.
 News Service AP
 Transcription Service Associated
 Representative Bramham
 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

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Chattahoochee Bcstrs.
 Business Address So. Cobb Dr., P. O. Box 131
 Phone Number 1746
 Studio-Transmitter Location So. Cobb Dr.
 Air Time 7 a.m.-11 p.m.
 News Service AP
 Partners Fred B. Wilson, Channing Cope
 General Manager Albert L. Jones
 Program Director Pat Mason
 Chief Announcer Bill Scott
 Chief Engineer Chuck Strans
 Farm Editor C. Cope
 Consulting Engineer W. J. Holey

W M V G

MILLEDGEVILLE—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Jere N. Moore
 Business-Studio Address P. O. Box 307
 Phone Number 250
 Transmitter Location Fishing Creek
 Air Time 6:45 a.m.-11:15 p.m.
 News Service UP

GEORGIA

Transcription ServiceCapitol
RepresentativeHomer Griffith
President (Owner).....Jere N. Moore
Gen., Sta., Comm. Mgr.....Michael T. Landy
Program Director.....Josephine Ragsdale
Publicity Director.....Farrell Smith
Chf. Anncr., News Dir..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 Number999
Transmitter Location.....Tifton Hiway
Air Time.....5:45 a.m.-11 p.m.
News ServiceUP
RepresentativeThomas Clarke
General Manager.....John F. Pidcock
Station Mgr., Program Dir.....Roy F. Zess
Commercial Manager...A. Wandell Murphy
Chief Announcer.....Spence Raulerson
Chief Engineer.....Lamar Beaty
Farm Editor.....Harold Brown

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 Number1400-1
Transmitter Location.....Line St.
Air TimeUnlimited
News ServiceAP
Transcription ServiceWorld
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 Number4811
Transmitter Location.....N. of New City Cemetery
Air Time.....6:45 a.m.-10 p.m.
News ServiceUP
Owner, Sta., Comm. Mgr.....John R. Bartlett
Program Dir.....Elizabeth Bartlett
Chief Engineer.....Jack V. LoPresti

W L A Q

ROME—1947—KBS

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....News Publishing Co.

Business-Studio Address.....W. 1st Street
Phone Number2-1511
Transmitter Location.....Hanks St.
News ServiceAP
Transcription ServiceCapitol
MembershipNAB
President.....B. H. Mooney, Sr.
General Manager.....James F. Mann
Commercial Manager.....Martha Daniel
Pgm. Dir., Chief Anncr.....Blair Jesse
Sta. Mgr., News Dir.....Lee Mowrey, Jr.
Prod., Pub. Dir., Prom. Mgr.....J. B. Roberts
Chief Engineer.....Edward Cole
Consulting Engineer.....Weldon & Carr

W R G A

ROME—1930—MBS-GSN

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By.....Rome Bcstg. Corp.
Bus.-Studio Address...Natl. City Bank Bldg.
Phone Number2-2411
Transmitter Location.....Off Summerville Rd.
Air Time.....5:30 a.m.-12 M.
News ServiceUP
Transcription ServiceLang-Worth
RepresentativeWalker
MembershipNAB
President.....John W. Quarles
General Manager.....Happy Quarles
Station Manager.....Mather Payne
Commercial Manager.....Pinkie Talley
Prom. Mgr.....Cap Hicks
Prod., Pgm., Pub. Dir.....Jim Roberts
Chief Announcer.....Ben Lucas
News Director.....Cap Hicks
Musical Director.....Kitty Alford
Chief Engineer.....R. A. Starr
Farm Editor.....Al Kirby
Consulting Engineer.....W. J. Holey

W R O M

ROME—1946—LIBERTY

Frequency: 710 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Coosa Valley Radio Co.
Business-Studio Address.....121 Broad St.
Phone Number2-0833, 4
Transmitter Location.....Cooper Dr.
Air TimeSunrise-sunset
News ServiceAP
RepresentativeEverett McKinney,
Dora Dodson (Southeast)
Pres., Comm. Mgr.....Dean Covington
Gen., Sta. Mgr.....Edward N. McKay
Commercial Manager.....Dean Covington
Program Director.....Charlie Doss
Publicity Director.....Dorothy McKay
Production Director.....Charles Angley
News Director.....Harry Steiberg
Chief Engineer.....Gary Hunt
Consulting Engineer.....Ben Ackerman

WCCP

SAVANNAH—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Dixie Bcstg. Co.
 Business-Studio Address P. O. Box 943
 Phone Number 2-4182
 Transmitter Location West Gwinnett St.
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Representative Walker
 Membership NAB
 Owner, Gen. Mgr. Carter C. Peterson
 Sta., Comm. Mgr. Weldon Herrin
 Program Director Charles Beresford
 Publicity Director Al Jennings
 Chief Anncr., Musical Dir. Chuck Ford
 Chief Engineer William Moats
 Consulting Engineer Kear & Kennedy

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
 Transmitter Location E. Perry Street
 Air Time 6:30 a.m.-12:05 a.m.
 News Service AP
 Representative Adam J. Young, Jr.
 Membership NAB
 President A. C. Neff
 General-Station Manager L. H. Thesmar
 Commercial Manager Robert Finch
 Sales Promotion Manager Jule C. Rossiter
 Program Director Milton Bellah
 Pub., Prod. Dir. Jimmy Woods
 Chief Announcer Jesse Mooney
 News Director Dale Johnson
 Musical Director Harriet Heriot
 Chief Engineer Howard Jewett
 Farm Editor Faye Hancock
 Consulting Engineer Everett Dillard

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 3-9642
 Transmitter Location E. Perry Lane
 Air Time 6 a.m.-M.
 News Service AP
 Representative Thomas F. Clark
 President F. R. Pidcock, Sr.
 Gen., Sta. Mgr., Pgm. Dir. John F. Pidcock
 Comm., Sales Prom. Mgr. John Williams
 Chief Engineer James M. Wilder

WJIV

SAVANNAH—1950

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By Eurith Dickinson Rivers, Jr.
 Bus. Address P. O. Box 67, Decatur

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
 Air Time 6 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Thesaurus
 Representative George P. Hollingbery
 Membership GAB
 Pres., Gen.-Sta. Mgr. Harben Daniel
 Comm. Mgr. Don Jones
 Sales Mgr. George P. Cooper, Jr.
 Pgm., News Dir. Robert Shipley
 Prod., Pub. Dir. Robert Brett
 Chief Announcer Norman Strand
 Musical, Farm Director Melvin Peacock
 Chief Engineer M. E. Thompson
 Consulting Engineer Harold B. Rothrock

WTOC

SAVANNAH—1929—CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By Savannah Bcstg. Co.
 Business-Studio Address 516 Abercorn St.
 Phone Number 2-0127
 Transmitter Location Anderson Rd.
 Air Time 5:30 a.m.-12:10 a.m.
 News Service UP
 Transcription Service Lang-Worth, World
 Representative Katz
 Membership NAB, BAB
 Pres., Gen., Sta. Mgr. William T. Knight, Jr.
 Commercial Manager Ben Williams
 Music, Pgm., Pub. Dir. Dwight J. Bruce
 Production Director Ben H. Quick
 Chief Announcer W. O. King
 Chief Engineer Reeve Owen

WWNS

STATESBORO—1945—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Statesboro Bcstg. System
 Phone Number 502
 Studio-Transmitter Location E. Olliff St.
 Air Time 6 a.m.-11:15 p.m.
 News Service UP
 Transcription Service World
 Pres., Gen. Mgr. R. H. Thompson
 Sta. Mgr., Chief Engr. Jack Lopreati
 Program Director J. H. Watson
 Consulting Engineer Claude M. Gray

WGTA

SUMMERVILLE—1950

Frequency: 950 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Tri-State Bcstg. Co.
 AddressBox 213
 Phone Number295
 News ServiceUP
 Co-owner & Pres.....E. C. Pesterfield
 Co-owner, Secy.-Treas.....William B. Farrar
 Program Director.....Laurence Keown
 Chief Engineer.....James S. Stowers, Jr.

WJAT

SWAINSBORO—1950

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By...Jack & Nancy M. Thompson
 AddressCovena Road
 Phone Number2011
 Transcription ServiceLang-Worth
 News ServiceUP
 Partner, Gen. Mgr.....Jack A. Thompson
 Partner.....Nancy M. Thompson
 Commercial Manager.....R. J. Roche
 Program Director.....Farris Laverne Evans
 Chief Engineer.....John H. Wisely
 Farm Editor.....Albert Katool

WSFT

THOMASTON—1947—MBS-GSN

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Thomaston Bcstg. Co.
 Business-Studio Address.....101 N. Church St.
 Phone Number1300
 Transmitter Location.....Hightower Rd.
 Air TimeDaytime
 News ServiceAP
 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 Number1501-2
 Transmitter Location.....Pavo Hway.
 Air TimeDaytime
 News ServiceAP
 Transcription ServiceWorld
 Representative.....Thomas F. Clark,
 Dora C. Dodson
 Pres., Gen., Comm., Sta. Mgr....W. F. Scott, Jr.
 Program Director.....William B. Hill
 Chief Engineer.....K. T. Malory
 Consulting Engineer.....Claude M. Gray

WPAX

THOMASVILLE—1934

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....H. Wimpy
 Business-Studio Address...117 Remington Ave.
 Phone Number909
 Transmitter Location.....117 Remington Ave.
 Air TimeUnlimited
 News ServiceUP
 Transcription ServiceCapitol
 MembershipNAB
 General Manager.....H. Wimpy
 Commercial Manager.....Al Felberg
 Chief Engineer.....James Poole

WTWA

THOMSON—1947—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By...Hickory Hill Bcstg. Co., Inc.
 Business-Studio-Transmitter
 Address215 Lumpkin St.
 Phone Number777
 Air Time.....5:30 a.m.-11:15 p.m.
 News ServiceUP
 Transcription ServiceWorld
 MembershipNAB
 President.....Walter Brown
 President (MBS).....Edgar H. Kobak
 Chief Engineer.....Edward Williams, Jr.

W W G S

TIFTON—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts,
 Full Time
 Owned-Oper. By.....Tifton Bcstg. Corp.
 Phone Number.....921
 Bus.-Transmitter Location.....800 S. Main St.
 Air Time.....6 a.m.-10:30 p.m.
 News ServiceUP
 MembershipNAB
 President.....W. A. Graham
 Gen. Mgr., Prod., News, Music Dir.
 James E. Graham
 Station Manager.....W. M. Shepherd
 Program Director.....Carl Wandell
 Chief Announcer.....Oscar Newsom
 Chief Engineer.....W. C. Roberts

WLET

TOCCOA—1941—MBS-KBS-GALS-GSN

Frequency: 1420 Kc. Power: 1000 Watts
 Owned-Operated By.....R. G. Letourneau
 Bus.-Studio-Transmitter Address...423 Prather
 Bridge Rd.
 Phone Number544
 Air Time.....6 a.m.-Sunset
 News ServiceUP
 Transcription ServiceKeystone

Representative Thomas F. Clark
 President R. G. Letourneau
 Gen., Sta. Mgr. 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
 Consulting Engineer W. J. Holey

WGOV

VALDOSTA—1940—MBS

Frequency: 950 Kc. Power: 5000 Watts d.
 1000 Watts n.
 Owned-Operated By E. D. Rivers
 Phone Number 1420-1
 Transmitter Location Kinderlou
 Air Time 6 a.m.-12 M.
 News Service UP
 Representative John E. Pearson,
 Dora C. Dodson
 Owner E. D. Rivers
 General Mgr. Mrs. E. D. Rivers
 Business Manager Mary Gorman
 Program Director Robert S. Mansfield
 Chief Engineer Ralph Dennis

WVOP

VIDALIA—1946 GALS—KEYSTONE

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Vidalia Bcstg. Co.
 Address Box 391, Mt. Vernon Rd.
 Phone Numbers 327, 692, 698
 Transmitter Location Vidalia
 Air Time 6:30 a.m.-11:00 p.m.
 News Service UP
 Transcription Service World, Cole
 Membership NAB
 Gen., Sta. Mgr., Farm Editor
 Howard C. Gilbreath
 Ccmm., Prom. Mgr. Joe Eagleson
 Program Director Nell Windham
 Pub., News Dir. R. E. Ledford
 Prod. Dir., Chief Anncr. Warren Smith
 Musical Director Lula Mae Leverett
 Chief Engineer James B. Weir
 Farm Editor H. C. Gilbreath
 Consulting Engineer L. C. McCall

WAYX

WAYCROSS—1936—MBS-KBS-GALS
 Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Jack Williams
 Business-Studio Address 1600 Carswell Ave.
 Phone Number 965
 Transmitter Waycross
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service World, Cole

Representative Hal Holman
 Membership NAB, BAB
 President Jack Williams
 Gen., Sta., Comm. Mgr. John J. Tobola
 Sales Prom., News Dir. Tommy Edwards
 Production Director Curt Frazier
 Publicity Dir. Dorothy Smith
 Chief Anncr., Pgm. Dir. Ray Williamson
 Chief Engineer John Legare
 Farm Editor C. L. Blalock
 Consulting Engineer Nathan Williams

WRLD

WEST POINT—1940—ABC-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Valley Bcstg. Co. Inc.
 Business Address P. O. Box 312
 Phone Number 2-1391
 Studio-Transmitter Location Lanett, Ala.
 Air Time 6 a.m.-11:15 p.m.
 News Service AP
 Transcription Service World
 Representative Joseph H. McGillvra
 Pres., Gen. Mgr. J. C. Menderson
 Sta., Comm., Sales Prom. Mgr. Jay H. Lamb
 Program Director Aileen Love
 Chief Engineer R. R. Magill
 Consulting Engineer Claude Gray

AP SELLS

For Stations and Sponsors —

For instance WBBQ

"Scott's market has had the same schedule of five-minute Associated Press news for nearly two years. Mr. Scott tells us the program has done a terrific job for his business."

JOHN W. WATKINS,
 Manager,
 WBBQ, Augusta, Ga.

IDAHO

Population 588,637—Increase + 12.1% ('40-'50)—Radio Homes 159,100
Families 163,500—Stations in State 20

K D S H

BOISE—1947—CBS

Frequency: 950 Kc. Power: 5000 Watts
Owned-Operated By: Boise Valley Bcstrs., Inc.
Business-Studio Address: 311 N. 10th St.
Phone Number: 6820
Transmitter Location: Meridian, 8 Mi. S.W. of Boise

Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Lang-Worth
Representative: Free & Peters
Membership: NAB, BAB
President: Saul Haas
General Manager: Westerman Whillock
Prom., Sta., Comm. Mgr.: Earl Glade, Jr.
Musical Director: George Ganz
News Director: Wm. Eames
Farm Editor, Chief Anncr.: Bill Graham
Chief Engineer: James A. Johnz, Jr.

K G E M

BOISE—1946

ABC-RMBS-GEM STATE NET-KBS

Frequency: 1140 Kc. Power: 10,000 Watts
Owned-Oper. By: Idaho Bcstg. & Telev. Co.
Business-Studio Address: Owybee Hotel
Phone Number: 533
Transmitter Location: Cassia at Eagleson
Air Time: 6 a.m.-1 a.m.
News Service: AP
Transcription Service: World
Representative: George P. Hollingsbery
Membership: NAB, BAB
President: Frank C. Carman
General Manager: Milo J. Petersen
Assistant Manager: H. Waterstone
Program Director: H. E. Cunningham
Chief Engineer: Richard Eggelston
Consulting Engineer: Grant Wrathall

K I D O

BOISE—1928—NBC

Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By: KIDO, Inc.
Business-Studio Add.: Chamber of Comm. Bldg.
Phone Number: 660
Transmitter Location: 10½ Mi., S.W. Boise
Air Time: 6 a.m.-12M.
News Service: AP, UP
Transcription Service: Standard
Representative: John Blair
Membership: NAB, BAB
President: Georgia M. Davidson
General Mgr.: Walter E. Wagstaff
Commercial Mgr.: Hugh Shelley
Program Dir.: James B. McKibben, Jr.

Chief Announcer: Vern Moore
Chief Engineer: Harold W. Toedemeier
News Dir., Farm Editor: Rulon Bradley
Consulting Engineer: Commercial Radio

K B I O

BURLEY—1946

ABC-ROCKY MT. NET-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: KBIO, Inc.
Business-Studio Address: P. O. Box 461
Phone Number: 10
Transmitter Location: 1½ Mi. W. of Burley
Air Time: 6 a.m.-12M.
News Service: UP
Transcription Service: Lang-Worth
Representative: Donald S. Cook
Membership: NAB
President: Jessica L. Longston
Gen., Sta. Mgr., Pub. Dir.: Franklin K. Clark
Pgm., Prom. Dir., Farm Editor: James Schroeder
Pgm., Prod. Dir.: Dewitt C. Yelton
Chief Engineer: Donald R. Lockwood
Consulting Engineer: J. B. Hatfield

K C I D

CALDWELL—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Caldwell Bcstg. Co.
Business-Studio Address: 520 So. Kimball Ave.
Phone Number: 1950-51
Transmitter: Franklin Lane
Air Time: 6:45 a.m.-10 p.m.
News Service: UP
Transcription Service: World
Representative: Walter Biddick
President: J. T. La Fond
Sta., Gen., Comm. Mgr.: H. R. McCosh
Pgm., Prod. Dir., Farm Editor: Jack J. Link
Chief Anncr., News Dir.: E. B. Spinetti
Chief Engineer: T. G. Burgess
Consulting Engineer: James A. Johtz, Jr.

K V N I

COEUR D'ALENE—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: The Coeur d'Alene Bcstg.
Business-Studio Address: Blackwell Island
Phone Number: 1250, 900
Transmitter Location: Blackwell Island
Air Time: 7 a.m.-11 p.m.
Transcription Service: Capitol
Representative: George P. Hollingsbery
Pres., Gen. Mgr.: Burl C. Hagadone
Station Manager: Wayne E. Olsen
Pgm. Dir., Asst. Mgr.: Bernard V. Merriman
Chief Engineer: C. W. Evans

K I D

**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

K I F I

IDAHO FALLS—1947-ABC-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
Local Sales Dan Kelly
Program Director Hal Simmons
Publicity Director Bill Denton
Chief Engineer Blair Nelson
Farm Editor David Lewis
Consulting Engineer McNary & Wrathall

K R L C

LEWISTON—1935—MBS-DON LEE

Frequency: 1350 Kc. Power: 1000 Watts
Owned-Operated By H. E. Studebaker
Business-Studio Address Lewis-Clark Hotel
Phone Number 1950
Transmitter Location Lewiston Orchards
Air Time 6:30 a.m.-11 p.m.
News Service UP
Transcription Service RCA, Thesaurus
Representative W. S. Grant
Membership NAB, BMB, BAB
General Manager H. E. Studebaker
Station Manager Donald Thomas
Commercial Manager Robert Taylor
Program Director Bill Dodel
Sales Prom. Mgr. Glenn Spear
Prod. Dir. Harry Howard
Chief Engineer Gene Wilson
Farm Editor Irv Faling

K R P L

MOSCOW—1947—KEYSTONE

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Interstate Radio, Inc.
Business Address P. O. Box 396
Phone Number Moscow 2283
Studio-Transmitter Location Route 3
News Service AP
Transcription Service Cole, SESAC
Representative Walter Biddick (Pacific Coast)
Membership NAB, BMB, BAB
President Ted R. Farrier
Gen. Sta. Mgr., Pgm. Dir. Bert McAllister
Comin., Sales Prom. Mgr. D. R. Schroeder
Chief Engineer Herbert D. Young

K F X D

**NAMPA—1930
MBS-INTERMOUNTAIN NET.**

Frequency: 580 Kc. Power: 1000 Watts
Owned-Oper. By Frank E. Hurt & Son
Business Address 1024 12th Ave. S.
Phone Number 1200
Transmitter Location Near Meridan
Air Time 6 a.m.-11 p.m.
News Service UP
Transcription Service RCA, Capitol
Representative Avery-Knodel
Membership NAB
President E. E. Coleman
General Manager Edward P. Hurt
Sta., Comm. Mgr. D. A. Cain
Chief Engineer G. M. Rose

K E I O

**POCATELLO—1946
ABC-KBS-RM-GS**

Frequency: 1440 Kc. Power: 1000 Watts
Owned By Eastern Idaho Bcstg. & TV Co.
Business-Studio Address Hotel Bannock
Phone Number 3400
Transmitter Location Pole Line Rd.
News Service AP
Transcription Service World
Representative George P. Hollingbery
Membership NAB
President James M. Brady
General Mgr. Charles Crabtree
Commercial Manager Don W. Burden
Prom. Mgr., Pgm. Dir. James Van Sickle
Chief Engineer Denzil Musulin
Consulting Engineer McNary & Wrathall

K E Y Y

**POCATELLO—1946
MBS-INTERMOUNTAIN**

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Radio & Telev. Bcstg. Co. of
Idaho

Address.....1140 Yellowstone Ave.
 Phone Number1240
 Transcription ServiceWorld
 RepresentativeAvery-Knodel
 MembershipNAB
 President.....F. M. Bistline
 Gen., Comm. Mgr.....Louis F. Haller
 Pgm. Dir., Prom. Mgr.....Doris MacBride
 Chief Engineer.....Julian Dennis

K S E I

POCATELLO—1926
NBC-UTAH-IDAHO NET

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Operated By.....Radio Service Corp.
 Business-Studio Address.....Hotel Whitman
 Phone Number4000
 Transmitter Location.....Pocatello
 Air Time.....6 a.m.-12M.
 News ServiceUP
 Transcription.....Standard, Lang-Worth, Cole
 RepresentativeWalker
 MembershipNAB, BMB, BAB
 President.....O. P. Soule
 Gen., Comm. Mgr.....Henry H. Fletcher
 Publicity Dir.....Olive M. Leeney
 Program Director.....Ruthe A. Fletcher
 Chief Engineer.....Ellis W. Call
 Consulting Engineer..Comm. Radio Eqpt. Co.

K P S T

PRESTON—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By...Voice of The Rockies, Inc.
 Business-Studio Address.....17 North St.
 Phone Number600
 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

K S P T

SANDPOINT—1949—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Bauer Bcstg. Co.
 Business AddressSandpoint
 Phone Number555
 News ServiceUP
 Transcription ServiceStandard
 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

K L I X

TWIN FALLS—1946—KBS
ABC-GEM STATE-ROCKY MT.

Frequency: 1310 Kc...Power: 5000 d., 1000 n.
 Owned-Operated By...Southern Idaho Bcstg.
 & Television Co.
 Business-Studio Transmitter...Elizabeth Blvd.
 Phone Number2484
 Air Time.....5 a.m.-1:05 a.m.
 News ServiceAP
 Transcription Service...Capitol, MacGregor,
 RCA, Thesaurus
 Representative.....George P. Hollingbery
 MembershipNAB
 V.P., Gen. Mgr., Prom., Pub. Dir.
 Frank C. McIntyre
 Commercial Mgr.....Juneau H. Shinn
 Program Director.....Earl Daphstrom
 Asst. Mgr., News Dir.....Ian Elliott
 Production Director.....Eddie Gish
 Chief Engineer.....Lloyd James
 Farm Editor.....Don Flinders
 Publicity Director.....F. C. McIntyre
 Consulting Engineer.....McNary & Wrathall

K T F I

TWIN FALLS—1928
NBC-UTAH-IDAHO

Frequency: 1270 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By.....Radio Bcstg. Corp.
 Business-Studio Address...241 Main Ave. W.
 Phone Number2400
 Transmitter Location.....Curry
 Air Time.....6 a.m.-12M.
 News ServiceUP
 Transcription Service..Standard, Lang-Worth
 RepresentativeWeed
 Membership.....NAB, BMB, BAB
 President.....O. P. Soule
 Gen.-Station-Comm. Manager...F. M. Gardner
 Pgm., Pub., Prod. Dir.....Richard Bingham
 Music Director.....Bud Beachwood
 Chief Announcer.....Jack Farrar
 News Director.....Bonnie Baird
 Chief Engineer.....Marvin Hartley
 Consulting Engineer.....McIntosh & Inglis

K V M V

TWIN FALLS—1946

MBS-INTERMOUNTAIN-DON LEE

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Sales Corp.
 Business Address.....P. O. Box 511
 Phone Number2002
 Studio-Transmitter.....Blue Lakes Blvd. N
 Air Time.....6 a.m.-12M.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeAvery-Knodel
 MembershipNAB, BMB

President..... Spencer D. Grow
 Exec. Vice-Pres., Chief Eng. Arch L. Madsen
 Sta., Comm. Mgr..... Dewain Sylvester
 Prom., News Dir..... Jack Hughes
 Pgm., Pub. Dir., Chief Anncr..... Al Lee
 Music Director..... Don Chandler

General Manager..... Robert G. Binyon
 Program Director..... W. Mondell Spencer
 Chief Engineer..... G. Turner Dreher

K W A L

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

K W E I

WEISER—1947—KBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Inland Bcst. Co.
 Business-Studio Address..... Box 791
 Phone Number..... 700
 Transmitter..... 1 Mi. S. Weiser, Hwy. No. 30
 Air Time..... 6 a.m.-11 p.m.
News Service..... AP
 Transcription Service..... Lang-Worth, Standard
Membership..... NAB
President..... Frank Gwilliam
 Gen. Sta. Mgr..... Claude W. Cain
 Pgm., News Dir., Chief Engr..... Don Jones
 Commercial Manager..... Walter Lake
 Chief Anncr., Farm Editor..... Leo Ellsworth

AP SELLS

For Stations and Sponsors —

For instance WMLS

"70 AP newscasts on WMLS are sold out. The biggest sponsor is Hill Grocery Company, the largest Alabama retail grocery chain, with three 5-minute AP newscasts daily.

"Associated Press newscasts not only are easy to sell; they sell for our advertisers."

CURTIS O. LILES,
 General Manager,
 WMLS, Sylacauga, Ala.

ILLINOIS

Population 8,712,176—Increase +10.3% ('40-'50)—Radio Homes 2,359,500
Families—2,420,000—Stations in State 72

WOKZ

ALTON—1948

Frequency: 1570 Kc. Power 1000 Watts
Owned-Operated By WOKZ, Inc.
Address Hotel Stratford
Phone Number 3-5506
Transmitter Location ... Rt. 100 Jerseyville Rd.
Air Time Sunrise-Sunset
News Service AP
Transcription Service Standard
Station Rep. Joseph Hershey McGillvra
President. Edward A. Wheeler
General Manager..... Ray L. Watton
Commercial Manager..... Bill Burch
Pub. Dir., Sales Prom. Mgr.. Virginia Stewart
Chief Anncr., Pgm. Dir. John O'Hara
Music, Prod. Director Ralph Reynolds
News Director Bob Linn
Chief Engineer William Garcia

WMRO

AURORA—1938—KBS

Frequency: 1280 Kc. Power: 250 Watts, d.
Owned-Operated By Martin R. O'Brien
Business-Studio Address..... 184 S. River
Phone Number 4215
Transmitter Location..... Hurd's Island
News Service INS
Transcription Service Lang-Worth
Pres., Gen. Sta. Mgr..... Martin R. O'Brien
Sales Prom. Mgr. Vincent G. Coffey
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: 1060 Kc. Power: 250 Watts, d.
Owned-Operated By Belleville Bcstg. Co.
Bus.-Studio-Transmitter Address. 2100 W. Main
Phone Number 5000
News Service AP
Transcription Service..... Thesaurus, World
Representative Hal Holman
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.
Phone Number 5281
Transmitter Location..... R.R. No. 2
Air Time..... 6 a.m.-12 m.
News Service UP
Transcription Service... Lang-Worth, SESAC
Representative..... John E. Pearson
Membership NAB
President..... Loring C. Merwin
General Manager..... Warner C. Tidemann
Commercial Manager..... Harry Swift
Program Director..... Fred Muxfeld
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, BAB
Owner..... Oscar C. Hirsch
Gen.-Station-Comm. Mgr.... Merrill C. Currier
Program Director..... Charles Housewright
Chief Engineer Oscar C. Hirsch

WBYS

CANTON—1947—KEYSTONE

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 Sunrise-Sunset
News Service AP
Transcription Service..... Lang-Worth, World
Representative..... Sears & Ayer
President..... H. R. Winsor
General Manager William Richardson
Chief Engineer Gene Ribas

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
News Service AP
Transcription Service Capitol

YOU'LL KNOW HOW

to buy more tuned-in homes per dollar in the rich
Chicago market when you get the WCFL Cost Story.

Ask your Bolling Company representative or write

WCFL, 666 Lake Shore Drive, Chicago 12, Illinois.

• • • **ILLINOIS** • • •

RepresentativeHarlan Oakes
 MembershipNAB, 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—KEYSTONE

Frequency: 1460 Kc.Power: 1000 Watts
 Owned-Oper. ByCarmi Bdcstg Co.
 Address101 South Walnut Street
 Phone Number4161
 Trans. Loca. . . .U. S. Hgy 460, 1 M. W. of Carmi
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeSears & Ayer, Inc.
 MembershipNAB
 PresidentRoy Clippinger
 General ManagerThomas S. Land
 Station ManagerKen Boullinghouse
 Commercial ManagerHoward M. Reedy
 Program DirectorGarnet Williams
 News DirectorJohn W. Berry
 Chief EngineerHarold Vandament
 Farm EditorLouis Glass

WCAZ

CARTHAGE—1921

Frequency: 990 Kc.Power: 1000 Watts d.
 Owned-Oper. By. .Superior Bcstg. Service, Inc.
 Business-Studio Address.....502 Wabash Ave.
 Phone Number520
 Air TimeDaytime
 RepresentativeHolman
 PresidentBob Compton
 ManagerJohn Palmer

WCNT

CENTRALIA—1946

Frequency: 1210 Kc.Power: 1000 Watts, d.
 Owned-Operated By.....WCNT, Inc.
 Business-Studio-Transmitter.....Hway, 51 N.
 Phone Number5151
 News ServiceUP
 Transcription ServiceStandard
 RepresentativeSears & Ayer
 PresidentGeorge F. Isaac
 Comm., Sta. Mgr.Merle G. Rogers
 Program DirectorW. R. O'Donnell
 Publicity DirectorPete Brown
 Chief EngineerDwight North
 News DirectorDick Berry
 Musical DirectorBill Staser

WDWS

CHAMPAIGN—1937—CBS

Frequency: 1400 Kc.Power: 250 Watts
 Owner...The Champaign News Gazette, Inc.
 Business Address48 Main St.

Phone Number6-1855
 Studio-Transmitter.....1.3 mile S. of city
 Air Time.....7 a.m.-10.45 p.m.
 News ServiceUP
 Transcription ServiceWorld
 Representative...Robert Meeker & Associates
 MembershipNAB
 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 NumberRandolph 6-1932
 Studio Address.....LaSalle-Wacker Bldg.
 Transmitter Location..Exchange Bldg., Union
 Stock Yards
 Air Time.....6 a.m.-local sunset
 News ServiceUP
 Transcription ServiceStandard
 RepresentativeJohn E. Pearson Co.
 MembershipNAB
 PresidentWard A. Neff
 General ManagerW. E. Hutchinson
 Comm., Sta. Mgr.Thomas L. Davis
 Promotion ManagerCharles Pratt
 Program DirectorDel Hester
 Publicity DirectorHelen McKinley
 Chief Engineer.....Carl W. Ulrich
 Chief Anncr., News Dir.Bill Bauer
 Consulting Engineer.....McNary & Wrathall

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 LocationElmhurst
 Air TimeDaytime
 News ServiceUP
 Transcription Service.....Capitol, Standard
 RepresentativeRadio Representatives
 Executive Dir.....Gene T. Dyer
 Gen., Sta., Comm. Mgr.....Sil M. Aston
 Program DirectorRosemary Petru
 Musical DirectorJoseph Rudolph
 Chief Engineer.....Edward W. Jacker

WCFL

CHICAGO—1926—ABC

Frequency: 1000 Kc.Power: 50,000 Watts
 Owned-Operated By..Chicago Federation of
 Labor
 Business-Studio Address..666 Lake Shore Dr.
 Phone Number.....MOhawk 4-2400
 Transmitter Location.....Downers Grove
 Air TimeUnlimited
 News ServiceUP

Not **ONE** . . . But **TWO** Organizations

Say WGN reaches more homes
than any other Chicago Station!

First . . .

the 1949 BMB showed WGN reached more homes
than any other Chicago station.

Next . . .

the March-April, 1950, A. C. Nielsen annual report
showed WGN reached more homes.



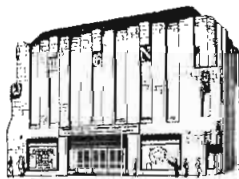
If your problem is sales . . .

how can you afford not to be on WGN



WGN

Chicago 11
Illinois
50,000 Watts
720
OnYourDial



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

ILLINOIS

Transcription ServiceStandard
 RepresentativeBolling
 Pres., Gen. Mgr.William A. Lee
 Commercial Manager.....George Isaac
 Program Director.....Robert A. Platt
 Production DirectorLouis J. Ronder, Jr.
 Publicity Director.....Frank McGivern
 Musical DirectorJack Kelly
 Chief EngineerCharles Willett
 Consulting Engineer.....Walter Kean

W B B M
CHICAGO—1923

Frequency: 780 Kc.Power: 50,000 Watts
 Owned-Oper. ByCBS, Inc.
 Address410 N. Michigan Ave.
 Phone NumberWhitehall 4-6000
 Transmitter LocationItasca
 Air TimeSunrise-Unlimited
 News ServiceAP, INS, UP
 Transcription ServiceLang-Worth
 RepresentativeCBS Radio Sales
 Pres., Gen. Mgr.H. Leslie Atlass
 Station ManagerE. H. Shomo
 Commercial ManagerRalph Brent
 Sales Promotion ManagerDave Kimble
 Program DirectorAl Morey
 Publicity DirectorDave Moore
 News DirectorJulian Bentley
 Musical DirectorCaesar Petrillo
 Chief EngineerGeorge Sherman
 Farm EditorHarry Campbell

W C B D
CHICAGO—1947

Frequency: 820 Kc.Power: 5000 Watts
 Owned-Oper. ByChristian Catholic Church
 Business Address...Administration Bldg., Zion
 Phone Number521
 Studio Address.....c-o Station WAIT
 Transmitter LocationElmhurst
 Air Time.....Share Time with WAIT
 Chief Exec.....Michael J. Mintern

W C R W
CHICAGO—1926

Frequency: 1240 Kc.Power: 100 Watts, d.
 Owned-Operated By.....Clinton R. White
 Address.....2756 Pine Grove Ave.
 Phone Number.....EAsgate 7-6860
 Pres.-Owner-Chief Engr.....Clinton R. White
 General Manager.....J. A. White

W E D C
CHICAGO—1926

Frequency: 1240 Kc.Power: 250 Watts
 Owned-Operated By.....Emil Denemark, Inc.
 Address.....3860 W. Ogden Ave.
 Phone Number.....CRawford 7-4100

Air TimeUnlimited
 News ServiceUP
 PresidentEmil Denemark
 Gen.-Station-Comm. Mgr.....Frank J. Kotnour
 Prom., Pgm., Prod., Pub. Dir. Chief Anncr.,
 News Dir.....Bill Mack
 Musical Director.....William P. Brady
 Chief EngineerThomas F. Korn

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
 News ServiceAP, INS, UP
 Transcription ServiceStandard
 Representative.....ABC Spot Sales
 MembershipNAB, BMB
 President (ABC).....Mark Woods
 Vice Pres. Gen. Div. ABC...John H. Norton, Jr.
 General Mgr.....James L. Stirton
 Station-Comm. Mgr.....Roy McLaughlin
 Sales Promotion Manager....Karl R. Sutphin
 Program Director.....Harold Stokes
 Production Director.....Burr E. Lee
 Publicity Director.....Ell W. Henry
 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 Time6 a.m.-1 a.m.
 News ServiceUP
 Transcription ServiceAssociated
 MembershipNAB
 Station ManagerJohn A. Dyer
 Commercial Mgr.....Elizabeth M. Hinzman
 Sales Promotion Maager.....K. P. Freda
 Program Director.....Herbert Rudolph
 Chief EngineerEllery Plotts

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 NumberSU 7-0100
 Transmitter LocationRoselle
 Ar Time.....24 hrs.
 News ServiceAP, INS, UP
 Transcription ServiceStandard
 RepresentativeKeenan & Eickelberg
 President.....Col. Robert R. McCormick
 General Sta. Manager.....Frank P. Schreiber

"Effective buying income" buys your product
only when effective advertising sells it . . .



* *WLS* advertising is effective
because of the confidence
millions of people have in WLS.

A Clear Channel Station



CHICAGO 7

890 KILOCYCLES · 50,000 WATTS · ABC AFFILIATE · REPRESENTED BY JOHN BLAIR & CO.

Commercial Manager, William A. McGuineas
 Sales Promotion Manager Charles A. Wilson
 Program Director Bruce Dennis
 Production Director Glenn Ransom
 Publicity Director James Hanlon
 Supervisor of Annrcs. William Jolly
 News Director Robert F. Hurleigh
 Musical Director Henry Weber
 Chief Engineer Carl J. Meyers
 Farm Editor Norman Kraeft

WIND
 CHICAGO—1929
 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
 President John S. Knight
 General-Station Mgr. Ralph L. Atlass
 Commercial Manager John T. Carey
 Prom. Mgr., Pgm. Dir. H. Leslie Atlass, Jr.
 Production Director Walter Rubeus, Jr.
 News Director Jim Dale
 Chief Engineer Kenneth C. Shirk
 Consulting Engineer E. C. Page

WJJD
 CHICAGO—1934

Frequency: 1160 Kc. Power: 50,000 Watts
 Owned-Operated By Field Enterprises, Inc.
 Bus.-Studio Address 230 N. Michigan Ave.
 Phone Number State 2-5466
 Transmitter Location Desplaines
 Air Time 4 a.m.-sundown
 News Service UP
 Transcription Service Standard, Capitol, Associated, World

Representative Avery-Knodel
 Membership NAB, 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 Annrc., 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
 Air Time Share Time with WENR

Transmitter Location Tinley Park
 News Serv. AP, Transradio, UP, Overseas N.
 Transcription Service Standard
 Representative John Blair
 Membership NAB, BAB
 President James E. Edwards
 Gen., Sta. Mgr. Glenn Synder
 Commercial Manager Charles M. Freeman
 Sales. Prom. Mgr. Warren W. Middleton
 Program Director Harold Safford
 Publicity Director John Drake
 Chief Announcer Thomas Rowe
 Musical Director Osgood Wesley
 Chief Engineer Thomas Rowe
 Farm Editor Arthur Page
 Consulting Engineer Jansky & Bailey

NOW THAT
 YOU
 CAN
 HAVE
 THE BEST,
 WHY
 BE
 SATISFIED
 WITH
 LESS
AP

*Still leading
the field . . .*

in RADIO and TELEVISION in Chicago

WMAQ . . .

✓ **AUDIENCE**—The station more people listen to daily than any other Chicago station (BMB Study No. 2)

✓ **SALES**—After almost 30 years (WMAQ went on the air April 13, 1922), still keeping sponsors happy. Witness the Chicago and North Western Railway, Richman Brothers, Skelly Oil Company, Wieboldt Stores, Inc., and Shell Oil Company who have sponsored WMAQ programs for 10 years or longer

✓ **PROGRAMS**—Still building award-winning programs like "Destination Freedom"; still featuring Chicago's top radio personalities like Norman Ross, Wed Howard, Everett Mitchell; still prepared to build quality programs to fit any advertising budget

. . . WNBO

✓ **AUDIENCE**—Month after month still attracting more viewers day or night than any other Chicago television station (American Research Bureau)

✓ **SALES**—Still the TV master of the nation's No. 2 market. American Research Bureau surveys prove the audience is ours; any sponsor will tell you our audience buys—sometimes too well (have you heard the Home Container Corporation Fresherator story?)

✓ **PROGRAMS**—Where such stars as Dave Garroway, Wayne King, Clifton Utley, Clint Youle first hit TV stardom.

When you "buy Chicago" . . . Buy



NATIONAL BROADCASTING COMPANY

ILLINOIS

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
 V.P. Chg. Gen. 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 WSEC
 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: 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.
 Address: 2136 S. 81st Court, Cicero 50, Ill.
 Phone Number: Townhall 3-6305
 Trans. Loca.: 3350 S. Kedzie Ave., Chicago
 Air Time: 7 a.m.-12 m.
 News Service: UP
 Transcription Service: Capitol, Lang-Worth
 President: Richard W. Hoffman
 General Manager: Marie E. Clifford
 Program Director: John P. Odell
 Musical Director: Frank Linhart
 Tech. Super.: Elmer P. Hayes

WHOW

CLINTON—1947—LINCOLN NET

Frequency: 1520 Kc. Power: 1000 Watts d.
 Owned-Operated By: Cornbelt Bcstg. Co.
 Business Address: 401½ E. Side Sq.
 Phone Number: 305
 Transmitter Location: Rt. 51, 4 Mi. S. City

News Service: UP
 Representative: Holman
 President: J. R. Livesay
 Vice Pres., Gen. Sta. Mgr.: Rolland O. Looper
 Comm. Mgr.: James Williams
 Program Director: Frank C. Jennings
 Chief Announcer: John Barton
 Chief Engineer: R. O. Looper

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-McKinney, Inc.
 Membership: NAB, BAB
 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: WDW Bcstg. Co.
 Business-Studio Address: 265 S. Park St.
 Transmitter: 4 Mi. SW of Decatur, RR No. 4
 Phone Number: 3-9744
 News Service: UP
 Transcription Service: World, Capitol
 Representative: Free & Peters
 Membership: NAB, BAB
 President: Charles C. Caley
 Gen., Sta. Mgr.: Frank C. Schroeder, Jr.
 Commercial Manager: Howard G. Bill
 Program Director: William F. Miller
 Chief Anncr.: Hugh Gray
 News Director: Wick Evans
 Chief Engineer: A. James Ebel
 Farm Editor: Marty Roberts
 Consulting Engineer: Craven, Lohnes & Culver

WSOY

DECATUR—1925—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Illinois Bcstg. Co.
 Business Address (Sales): 351 N. Main St.
 Phone Number: 5371, 5151
 Studio-Transmitter: Route 58 at N. Jasper St.
 Air Time: 5:45 a.m.-12:05 a.m.
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Weed
 Membership: NAB, BAB
 President: Frederick W. Schraub
 General Manager: Merrill Lindsay

Prom., Comm. Mgr. Charles F. Bruce
 Program Director Bernard J. Johnson
 Technical Director Milburn H. Stuckwisch
 Consulting Engineer Kear & Kennedy

WLBK

DE KALB—1947

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Oper. By DeKalb Radio Studios, Inc.
 Business-Studio Address 153½ 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

WTMV

EAST ST. LOUIS—1935

Frequency: 1490 Kc. Power: 250 Watts
 Owned By-Operated By On the Air, Inc.
 Business-Studio-Transmitter Address Hotel
 Broadview, East St. Louis, Ill.
 Phone Number Bridge 4625, Upton 4-4390
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Weed
 Membership NAB
 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 Sabin

WCRA

EFFINGHAM—1947—KEYSTONE

Frequency: 1090 Kc. Power: 250 Watts, d.
 Owned-Operated By Effingham Bcstg. Co.
 Business-Studio Address 110 N. Banker St.
 Phone Number 1090-1
 Transmitter Location 1 m. S. of Effingham
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Cole
 Membership NAB, BAB
 President Joseph E. McNaughton
 Sta., Comm. Mgr. Joseph M. Sutter
 Prog., Prod., Pub. Dir. Stuart N. Sanders
 Chief Announcer James W. Claar
 News Director Jona B. Davis
 Chief Engineer Richard H. Tolmie
 Farm Editor James W. Claar

WRMN

ELGIN—1949

Frequency: 1410 Kc. Power: 500 Watts
 Owned-Oper. By The Elgin Bcstg Co.
 Address 156 Division Street
 Phone Number 6930
 Transmitter Location Route 58
 Air Time 6 a.m.-Sunset
 News Service UP
 Transcription Service Lang-Worth
 Representative Joseph Hershey MvGillvra
 Partners Geo. A. Ralston & Jerry C. Miller
 Gen., Sta., Comm. Mgr. George A. Ralston
 Program Director Lester Boese
 News Director Bob Ferguson
 Chief Engineer George A. Ralston

WNMP

EVANSTON—1946

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Operated By Evanston Bcstg. Co.
 Business-Studio-Transmitter 2201 Oakton St.
 Phone Number Greenleaf 5-1590
 Transmitter Location Rear 2201 Oakton St.
 Air Time Sunrise-sunset
 News Service INS
 Transcription Service Thesaurus
 Membership NAB, BAB
 President Fred S. Newton
 Gen., Comm. Mgr. Angus D. Pfaff
 Production Director Walter S. Burr
 Chief Announcer Jack Shellenberger
 Musical Director Julia Norris
 Chief Engineer L. J. Schnedorf
 Consulting Engineer A. J. Cruentz

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
 Transmitter Location 1¾ Mi. NE of Freeport
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth
 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
 Chief Engineer Vincent S. Barker

WGIL

GALESBURG—1938

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Galesburg Bcstg. Co., Inc.
 Transmitter Address 312 Hill Arcade
 Phone Number 4626

ILLINOIS

Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative Wm. G. Rambeau
 Membership BMB
 President Mrs. O. N. Custer
 Sta., Gen. Mgr. Robert W. Frudeger
 Comm., Sales Prom. Mgr. Roger L. Hoffman
 Program Director Cy Nelson
 Chief Announcer Dwight B. Olson
 News Director George Fox Thoma
 Chief Engineer Douglas H. Horner
 Farm Editor A. R. Kemp
 Consulting Engineer James Ebel

W E B Q

HARRISBURG—1923—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Harrisburg Bcstg. Co.
 Business-Studio-Transmitter 100 E. Poplar St.
 Phone Number 28
 Air Time 6 a.m.-10 p.m.
 News Service UP
 Representative George O. Sutton
 Membership NAB
 President J. M. Pruett
 Gen.-Station-Comm. Mgr. Inglis M. Taylor
 Sales Prom. Mgr., Farm Editor Ken Hamilton
 Program Dir. Norma Alexander
 Production, Music Director Naomi Rice
 Chief Announcer Ed Wise
 Chief Engineer Elmer L. Gladson
 Consulting Engineer John B. Caraway

W J P F

HERRIN—1940—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Orville W. Lyerla
 Business-Studio Address P. O. Box 179
 Phone Number 382-3
 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
 Owner Orville W. Lyerla
 Gen.-Station-Comm. Mgr. Charles R. Cook
 Local 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 B'dg.
 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
 Gen., Sta., Comm. Mgr. E. J. Koremeyer
 Program Director T. J. Fairburn
 Musical Director Virginia Colwell
 News Director T. J. Fairburn
 Chief Engineer G. J. Cassens
 Farm Editor E. H. Garlich
 Consulting Engineer Fred O. Grimwood

W J O L

JOLIET—1926

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Joliet Bcstg. Co.
 Business-Studio-Transmitter 601 Walnut St.
 Phone Number 4761
 Air Time 7 a.m.-11 p.m.
 News Service UP
 Transcription Service World
 Representative Joseph Hershey McGilvra
 President Calvin Wilson
 Gen.-Sta.-Comm. Mgr. Joseph J. Garvey
 Prom. Mgr., Pub. Dir. Marion Warner
 Pgm. Dir., Farm Editor Eileen Caron
 Chief Announcer Scott Dilworth
 News Director Glenn Logan
 Musical Director Gregg Phillips
 Chief Engineer Lester DeCosta
 Consulting Engineer Andrews

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
 General Manager Burrel Small
 Station Manager Bruce Brown
 Commercial Manager Robert Hawkins
 Program Director Orren Allain
 News Director John Allen
 Chief Engineer Richard Eckels

W T A Q

LA GRANGE—1950

Frequency: 1300 Kc. Power: 500 Watts d.
 Owned-Oper. By The La Grange Bcstg. Co.
 Address 613 S. 7th Ave.
 Partner, Gen. Mgr., Pgm. Dir., Chief Eng.
 Russ Salter
 Partner, Comm., Prom. Mgr., News Dir.
 Charles Sebastain

WLPO

LA SALLE—1947

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Oper. By... La Salle County Bcstg. Co.
 Bus. Ad. P. O. Box 215-Med. Arts Bldg.
 Phone Number 3100
 Transmitter Location..... Near Oglesby
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB, BAB
 President Mrs. R. M. Miller
 General-Commercial Mgr. William Holm
 Prod., Pgm. Dir. Joseph Terrando
 News Director Laverne Waltman
 Musical Director Harrison Leurig
 Chief Engineer..... Lawrence McCann
 Farm Editor William Kostellic
 Consulting Engineer..... Fred O. Grimwood

WPRC

LINCOLN—1949

Frequency: 1370 Kc. Power: 500 Watts
 Owned-Oper. By ... Prairie Radio Corp.
 Address P. O. Box 427
 Phone Number 269
 Trans. Location Stringer Ave. & Route 66
 Air Time Sunrise-Sunset only
 News Service AP
 Transcription Service Lang-Worth, Thesaurus
 Pres., Gen. Mgr. Ray F. Knochel
 Comm., Sales Prom. Mgr. John H. Deal
 Pgm. Pub. Dir. William M. Brady
 Prod., News Dir. James E. Crowell
 Chief Anncr., Mus. Dir. Bryon Emerson
 Chief Engineer Ray F. Nnochel
 Farm Editor Thomas Campbell

WSMI

LITCHFIELD—1950

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Oper. By ... Mid-Illinois Bcstg. Co.
 Phone Number 100
 Representative Lincoln
 News Service AP
 President, Farm Editor... Hayward L. Talley
 Exec. V.P., Chief Engr., Thomas F. Payton, Jr.
 Studio Manager Owen Lackey, Jr.

WKAI

MACOMB—1947—KBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By... The Macomb Bcstg. Co.
 Business-Studio Address. 113 E. Carroll St.
 Phone Number 1350
 Transmitter ... McDonough Co. Fair Grounds
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Thesaurus
 Representative Devney
 Membership NAB

President..... James C. Bailey
 Gen., Sta. Mgrs. J. C. Bailey, L. B. Landis
 Program Director Pete Slenger
 Chief Announcer John Mason
 News Director Caryl Carsteus
 Musical Director Ann Graham
 Chief Engineer John Meyer
 Consulting Engineer..... Fred O. Grimwood

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
 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..... Hwy. 45
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Capitol
 Representative Holman
 Membership NAB
 President, Gen.-Station Mgr. J. R. Livesay
 Commercial Manager..... Rolland O. Looper
 Sales Promotion Manager.... Dwain Bower
 Program Director..... Robert F. LaMere
 Chief Announcer..... Charles R. Guess
 Musical Director..... Ken Jakle
 Chief Engineer..... Ray Livesay
 Farm Editor Alvin Pigg

WMOK

METROPOLIS—1951

Frequency: 920 Kc. Power: 500 Watts d.
 Owned-Oper. By... Fort Massac Bcstg. Co.
 Address..... Natl. State Bank Bldg.
 Phone Number 544
 Transcription Service Thesaurus
 News Service UP
 Gen., Prom. Mgr., News Dir. James H. Firmin
 Commercial Manager..... C. A. Rohl
 Program Director... J. R. Weiherington
 Chief Engineer Stephen C. Wolf

WQUA

MOLINE—1946—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By ... Moline Bdcstg Corporation

ILLINOIS

Address 1319 5th Avenue
 Phone Number 7000
 Transmitter Location 7th Street Ext.
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Geo. P. Hollingberry Co.
 Membership NAB
 President Dalton A. LeMasurier
 Exec. V. P., Gen. Mgr. G. LaVerne Flambo
 Commercial Manager W. John Grandy
 Pgm. Dir., Farm Editor Verne Glewwe
 Production Director Jack Davis
 News Director Dan Rafferty
 Chief Engineer Larry Lynch

WVMC

MOUNT CARMEL—1948

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Operated By... Mt. Carmel Bcstg. Co.
 Address 114½ W. 4th St.
 Phone Number 927
 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 & Tel. Co.
 Address No. 2 Radio Center Bldg.
 Phone Number 3500
 Trans. Location... Route 37, No. of Mt. Vernon
 Air Time 6:30 a.m.-9:15 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative John E. Pearson Co.
 Membership NAB, BAB
 President John Russell Mitchell
 Gen., Sta., Comm. Mgr. Richard C. Barnes
 Sports Director James Purser
 Prom. Mgr., Pub. Dir. David Berlo
 Pgm. Dir., Chief Anncr. William C. Bailey
 News Director Robert E. Brown
 Musical Director Mildred McGill
 Chief Engineer Neill R. Westerdale
 Farm Editor Robert E. Brown

WOPA

OAK PARK—1950

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... Village Bcstg. Co.
 Address 408 S. Oak Park Ave.
 Phone Number VI 8-5760
 Transcription Service Associated
 News Service UP
 General Manager William L. Klein
 Commercial Manager Egmont Sonderling
 Chief Engineer Bryan Wright

WVLN

OLNEY—1947

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Operated By... Olney Bcstg. Co.
 Business-Studio Address 302½ E. Main St.
 Phone Number 935
 Transmitter Location 1 Mi. S. of Olney
 Air Time Daytime
 News Service AP
 Transcription Service Standard
 Representative Hal Holman
 Pres., Gen. Mgr. Marshall H. Poole
 Sta. Mgr. Edward Raasch
 Commercial Manager Al McKelfresh
 Program Director James Butler
 News Director Bert DeBarr
 Chief Engineer Adron Miller
 Farm Editor Edward J. Barnes
 Consulting Engineer Worthington C. Lent

WSIV

PEKIN—1945—MBN

Frequency: 1140 Kc. Power: 1000 Watts d.
 Owned-Operated By... Pekin Bcstg. Co., Inc.
 Business-Studio Address 15 S. Capitol St.
 Phone Number 1747, 1539
 Transmitter Midway bet. Pekin & Peoria
 Air Time 6 a.m.-local sunset
 News Service AP
 Representative Hal Holman
 Membership NAB, BAB
 Pres., Gen. Sta. Mgr. W. Kenneth Patterson
 Commercial Manager Robert Schumm
 Sales Prom. Mgr., Pub. Dir. George Udry
 Program Director Robert R. Snow
 Production Director Phillip Strand
 Musical Director Charles Timm
 Chief Announcer Gerald Hansen
 Chief Engineer Emil Prandoni
 Farm Editor Fearn Wilson
 Consulting Engineer Fred O. Grimwood

WEEK

PEORIA—1947—NBC

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By... West Central Bcstg. Co.
 Phone Number 3-3688
 Transmitter Location Bartonville
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NAB, BAB
 President Robert S. Kerr
 Gen., Sta. Mgr. Fred C. Mueller
 Comm., Prom. Mgr., Pgm. Dir. Geo. Cremeens
 Production Director Leonard Elliott
 News Director Larry Finley
 Chief Engineer Wayne Lovely
 Consulting Engineer McIntosh & Inglis

W I R L

PEORIA—1948—ABC—MBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By... Illinois Valley Bcstg. Co.
 Business-Studio Address... 115 N. Jefferson Ave.
 Phone Number... 4-9239
 Transmitter Location... Groveland Township
 Air Time... 5 a.m.-M.
 News Service... UP
 Transcription Service... Standard
 Representative... Avery Knodel
 President... Timothy W. Swain
 General Manager... Tom Gavin
 Chief Engineer... Rudolph Luukinen
 Pgm., Prod. Dir... Jack Gordon
 Publicity Dir... Jack Lawrence
 Farm Editor... Dick Herm
 Chief Announcer... Robyn Weaver
 News Director... Phillip Wilson

W M B D

PEORIA—CBS

Frequency: 1470 Kc. Power 5000 Watts
 Owned-Operated By... Peoria Brcstg Co.
 Address... 212 South Jefferson Street
 Phone Number... 6-0711
 Transmitter Location... 1 Mi. S. of Groveland
 Air Time... 5:30 a.m.-12:30 a.m.
 News Service... AP, UP
 Transcription Service... Thesaurus
 Representatives... Free & Peters
 Membership... NAB
 Vice Pres., Gen. Mgr... Charles C. Caley
 Commercial Manager... Don D. Kynaston
 Dir. of Prom. and Pub. Rela... Marvin H. Hult
 Program Director... Charles Barnhart
 Production Director... Charles Miller
 Chief Announcer... Robert Carlton
 News Director... Brooks Watson
 Musical Director... Harold Osborne
 Dir. of Engineering... A. James Ebel
 Farm Director... Emil Bill
 Continuity Director... Charles Stephen

W P E O

PEORIA—1950

Frequency: 1020 Kc. Power: 1000 Watts d.
 Owned-Oper. By... WPEO, Inc.
 Address... P. O. Box 1229
 Representative... Pearson
 Manager... T. E. Brewer

W W X L

PEORIA—1947

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Oper. By... Central Illinois Radio Corp.
 Business-Studio Address... Hotel Jefferson
 Phone Number... 9108
 Transmitter Location... Creve Coeur
 Air Time... 8 a.m.-M.

News Service... INS
 Representative... Burn-Smith
 President... Joseph Giddan
 Gen., Sta. Mgr... Michael Henry
 Commercial Manager... Dodd Boyer
 Program Dir... Patricia Zimmerle
 Sales Prom., Prod. Dir... Paul M. Enright
 Publicity Dir... Charlotte Sutton
 Chief Announcer... Lee Rothman
 Farm Editor, News Dir... Todd Fallon
 Musical Director... Justin Wollstoneholm
 Chief Engineer... Carl Horine

W G E M

QUINCY—1948—ABC

Frequency: 1440 Kc. Power: 1000 Watts
 Owned-Operated By... Quincy Bcstg. Co.
 Business-Studio Address... Hotel Quincy
 Phone Number... 6840
 Transmitter Location... Ellington Township
 Air Time... 6 a.m.-12 M.
 News Service... UP
 Transcription Service... Lang-Worth
 Representative... Walker
 Membership... NAB, BMB, BAB
 President... T. C. Oakley
 Sta., Gen. Mgr... Joseph S. Bonansinga
 Program Dir... Paul McClelland
 Musical Director... Mary Harvey
 Chief Engineer... Edmund Derhake
 News Director... Gene Terry

W T A D

QUINCY—1926—CBS

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By... Lee Bcstg., Inc.
 Business-Studio Address... W.C.U. Bldg.
 Phone Number... 6200
 Transmitter Location... Melrose Township
 Air Time... 5:45 a.m.-12:05 a.m.
 News Service... AP
 Transcription Service... Associated
 Representative... Weed & Co.
 Membership... NAB, BAB
 President... Lee P. Loomis
 General Manager... Walter Rothschild
 Nat. Sales Mgr. (Lee Stas.)... Walter Rothschild
 Commercial Manager... Lloyd Loers
 Sales Prom. Mgr... John Phillips
 Program Dir... Merritt Milligan
 News Editor... Don Nicholson
 Musical Dir... Jean Fessler
 Chief Engineer... Urlin Whitman
 Farm Editor... Dick Faler
 Consulting Engineer... E. C. Page

W H B F

ROCK ISLAND—1925—ABC

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By... Rock Island Bcstg. Co.
 Business-Studio Address... 321 18th St.
 Phone Number... 8-5441

ILLINOIS

Transmitter.....52nd St., 23rd Ave., Moline
 News ServiceUP
 Transcription ServiceStandard
 RepresentativeAvery-Knodel
 MembershipNAB, BAB
 President.....Ben H. Potter
 Vice Pres., Gen.-Sta. Mgr.Leslie C. Johnson
 Commercial Manager.....Maurice Corken
 Promotion ManagerFern Hawks
 Local Sales ManagerTed Arnold
 Program Director.....Forest W. Cooke
 Publicity Director.....Fern R. Hawks
 Chief Engineer.....Robert J. Sinnett
 Prod., News Dir.C. F. Harrison

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 Number2-6621
 Transmitter LocationGuilford
 Air Time6 a.m.-12 M.
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeHeadley-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
 Production DirectorLee Hauptman
 Farm EditorDon Bowton
 Musical Director.....Lorna Lane
 Chief Engineer.....Wilfred A. Smith
 News DirectorBill Fisher

W C V S

SPRINGFIELD—1922—ABC

Frequency: 1450 Kc....Power: 250 Watts
 Owned-Operated By.....WCBS, Inc.
 Business-Studio Address...523 E. Capitol Ave.
 Phone Number9855
 Transmitter Location3000 So. 4th St.
 Air Time6 a.m.-12 M.
 News ServiceAP
 Transcription ServiceWorld
 Representative.....Sears & Ayer
 MembershipBAB
 President.....H. L. Dewing
 Comm., Prom., Gen., Sta. Mgr. ...C. W. Neeld
 Program. Music Dir.John Geil
 Prod., Pub. Dir.Mary Bruemmer
 News DirectorJames H. Mitchell
 Chief Engineer.....R. Ashenfelter
 Farm EditorKen Spengler

W M A Y

SPRINGFIELD—1950

Frequency: 970 Kc....Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By.....Lincoln Bcstg. Co., Inc.

Address.....526 Reisch Bldg.
 Phone Number6963
 Transmitter LocationRiverton
 Air Time.....5:30 a.m.-M.
 News ServiceUP
 Transcription Service.....RCA, Thesaurus
 Representative.....H-R Representatives, Inc.
 Pres., Gen. Mgr.....Gordon Sherman
 Program Director.....Syl Binkin
 Chief Announcer.....Robert Irving
 News Director.....Alex Buchan
 Chief Engineer.....Melvin Feldman
 Farm Editor.....Bill Price
 Consulting Engineer.....Weldon and Carr

W M A Y

SPRINGFIELD—1950

Frequency: 970 Kc....Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By.....Lincoln Bcstg. Co.
 Address.....418 Reisch Bldg.
 Phone Number6963
 Representative.....H-R Representatives, Inc.
 Transcription ServiceThesaurus
 News ServiceUP
 General Manager.....Gordon Sherman
 Program Director.....Syl Binkin
 Promotion Manager.....Alexander Buchan
 Chief Engineer.....Melvin Feldman
 Farm Editor.....Bill Price

*Look at the Record!**

W R O K

Rockford's Only Station

Leads in Listening
 In This \$426,000,000 Market

Morning - - - -	42.5%
Afternoon - - - -	44.5%
Evening - - - -	34.6%

*Results of a New Conlan
 Taken Week of Jan. 28, 1951

An ABC Affiliate

H-R REPRESENTATIVES, INC.

Nat'l. Reps.

WTAX

SPRINGFIELD—1930—CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By WTAX, Inc.
 Address Route 66 & E. Cook St.
 Phone Number 2-4441
 Trans. Location U. S. Rt. 66 & E. Cook St.
 News Service UP
 Transcription Service Lang-Worth
 Representative Weed
 Membership NAB, BAB
 President, General Manager Oliver J. Keller
 Sales Prom. Manager Shelby T. Harbison
 Program Director John W. Midgely
 Production Director John Begue
 News Dir., Chief Anncr. Glen Farrington
 Chief Engineer E. C. Swaringen
 Farm Editor Spizz Singer

WSDR

STERLING—1949

Frequency: 1240 Kc. Power 100 Watts
 Owned-Oper. By Blackhawk Bdcstg. Co.
 Address Lawrence Bldg.
 Phone Number 3400
 News Service UP
 Transcription Service Standard
 Membership NAB, BAB
 Pres., Gen. Sta. Mgr. Sam Bartlett
 Comm., Sales Prom. Mgr. Lillian Bartlett
 Pgm., Prod. Dir. John Rohwer
 News Director Bob Edell
 Chief Engineer Ed Fisher
 Farm Editor Sam Bartlett

WKID

URBANA—1948—LINCOLN NET

Frequency: 1580 Kc. Power 250 Watts d
 Owned-Operated By Kemper-Fabert, Inc.
 Address P. O. Box 192
 Phone Number 75431
 Transmitter Location 1/2 Mi. S. E. Urbana
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Lang-Worth
 Representative Joseph Hershey Malgilvro
 Membership NAB
 President Elwood Fabert
 General Manager Frank Strand
 Station Manager Jim Strand
 Commercial Manager Bob Eaton
 Chief Announcer Stewart Cochran
 Musical Director Marilyn Holley
 Chief Engineer Joseph Swingle

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
 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

Population 3,934,224—Increase +14.8% ('40-'50)—Radio Homes 1,054,550
 Families 1,092,800—Stations in State 46

WCBC

ANDERSON—1946

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Operated By Civic Bdcstg Corp.
 Address 204 Tower Building
 Phone Number 8822
 Transmitter Location State Roads 9 and 67
 News Service AP
 Transcription Service World, SESAC
 Representative Hal Holman
 Membership NAB, BAB
 President L. B. Gallimore
 Gen., Comm. Mgr. William Travis
 Sales Promotion Manager Harry Neff
 Program Director Lorraine Travis
 Chief Announcer Morie Kirk
 News Director Al Woodridge
 Farm Editor, Musical Dir. Sid Grieb
 Chief Engineer Kenneth Routh

WHBU

ANDERSON—1923—ABC—CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Anderson Bcstg. Corp.
 Business-Studio 640 Citizens Bank Bldg.
 Phone Number 7791
 Transmitter Location 1110 Meridian St.
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service Standard
 Representative Bolling Co.
 Membership NAB, BAB
 President C. Bruce McConnell
 General Manager John R. Atkinson
 Program Director E. R. McCord
 Chief Engineer L. M. Shroyer
 Consulting Engineer A. D. Ring & Co.

41% GAIN in SALES
over 1949

50% INCREASE in
Mail Response*

200 NEW Local and
Regional Advertisers

BONUS Coverage of Indiana's
FIRST MARKET

Success Stories Galore

Super-Markets, Drug Chains, Meat Packers,
Lumber Dealers, Furniture Dealers! Honest
down-to-earth, documented success stories.
PROVING WCBC SELLING POWER! Details
on request.

Anderson is Indiana's FIFTH Market.

*2000 letters weekly in peak 1950 months.

WCBC, with 1000 EFFECTIVE watts, is in the
CENTER of Indiana's HEAVIEST CONCEN-
TRATION of population. Mail TELLS the
story: Indianapolis, only 22 air miles distant,
accounts for 17.5% of WCBC mail. Muncie,
only 11 air miles distant, accounts for nearly
20% of WCBC mail. Obviously, WCBC pro-
vides EFFECTIVE SUPPLEMENTAL COVER-
AGE of "Metropolitan Central Indiana."

WCBC

That SUCCESSFUL Independent
ANDERSON, INDIANA

Wm. TRAVIS
Gen. Manager

An L. B. Gallimore
Radio Enterprise

Represented by
Hal Holman

WBIW

BEDFORD—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Radio Bedford, Inc.
 Address Radio Farm, P. O. Box 169
 Phone Number 4421-4422
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Capitol & Lang-Worth
 Representative Marlin H. McGeehan, Chic.
 Pres., Gen., Sta. Mgr. William C. Smith, Jr.
 Commercial Manager Louis E. Gaines
 Sales Promotion Manager Larry Incollingo
 Pgm., Prod. Dir., Chief Anncr. James D. Baker
 News Dir. Warren Thomas & L. Incollingo
 Musical Director Michael Sargant
 Chief Engineer Carl J. Finger
 Farm Editor James D. Baker
 Consulting Engineer Harold B. Rothrock

WTOM

BLOOMINGTON—1945—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Fred O. Grimwood
 Business Address Quincy
 Transmitter Location Alben St.
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Membership NAB
 Pres., Gen. Mgr. Fred O. Grimwood
 Gen., Sta. Mgr. Maurice Latimer
 Comm., Prom. Mgr. Paul Lennon
 Program Director George Willeford
 Prod., Pub. Dir. John Taylor
 Chief Announcer William Fraser
 Musical Director Jack Gilbert
 News Director Dave Smith
 Chief Engineer Keith Nyfeler
 Farm Editor Maurice Latimore
 Consulting Engineer James Rolfe

WTTS

BLOOMINGTON—1949

Frequency: 1370 Kc. Power 5070 Watts d.:
 500 Watts n.
 Owned-Oper. By Sarks Tarzian
 Business-Studio Address 535 S. Walnut St.
 Phone Number 2-3366
 Transmitter Location 2½ Mi. SE of City
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Associated, World
 Representative Robert Meeker Assoc., Inc.
 Membership NAB
 Owner Sarks Tarzian
 General Mgr. Glenn Van Horn
 Commercial Manager Robert Lemon
 Program Director Steve Briggs
 Publicity Dir. Lyle Warrick
 Chief Engineer Morton Welgel
 Consulting Engineer Kear & Kennedy

WBNL

BOONVILLE—1950

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By Henry C. Sanderst,
 Norman Hall

WCSI

COLUMBUS—1950

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Oper. By Syndicate Theatres, Inc.
 Address WCSI Bldg.
 Phone Number 3397
 Transcription Service Associated, World
 News Service AP
 President Joseph P. Finneran
 General Manager Richard L. Pyles
 Commercial Manager Dick Jewel
 Program Director Ernie Kerns
 Promotion Manager Virgil Royer
 Chief Engineer Paul Kelley
 News Dir., Farm Editor Charles Powell

WCNB

CONNERSVILLE—1948

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 7 a.m.-local sundown
 News Service UP
 Transcription Service World, Capitol
 Representative Burn-Smith Co., Inc.
 General Mgr. G. S. Tatman
 Sta., Comm. Mgr. E. M. Jackson
 Pgm., Pub. Dir. Ralph T. Underwood
 Chief Engineer James C. Wulliman
 Chief Announcer Harold H. Heekin

WTRC

ELKHART—1931—NBS-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
 Representative John E. Pearson Co.
 Membership NAB, BAB
 General Mgr. Richard W. Holloway
 Commercial Mgr. Donald McFall
 Publicity Director Dorothy Fleck
 Program Director Boyd Lawlor
 Chief Announcer Jack Whalen
 Chief Engineer Lester Zellmer
 News Director Phillip Haines

W E O A

EVANSVILLE—1936—CBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WFBM, Inc.
 Business-Studio Address.....24 N.W. 3rd St.
 Phone Number.....4-9215
 Transmitter Location.....5th & Vine Sts.
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Katz
 President.....Harry M. Bitner, Jr.
 General-Station-Commercial Mgr...Don Menke
 Prod., Pgm.-Pub. Dir.Bill Fall
 News Director.....Courtney Smith
 Chief Engineer.....William Schultz
 Farm Editor.....Eddie Duncan

W G B F

EVANSVILLE—1923—NBC

Frequency: 1280 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....On The Air, Inc.
 Business-Studio Ad.1001 Diamond Ave.
 Phone Number.....21171
 Transmitter Location.....Burkhardt Rd.
 News Service.....UP
 Transcription Service.....World
 Representative.....Weed & Co.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Weed
 Membership.....NAB, BAB
 General Manager.....Clarence Leich
 Operations Manager.....Martin L. Leich
 Local Sales.....Guy R. Crecelius
 Prom., Pub. Mgr.Del Greenwood
 Pgm., Prod. Dir.Mrs. Pat Roper
 Chief Engineer.....Erwin P. Schoeny
 Chief Anncr., News Dir.Fred Rollison
 Musical Director.....R. A. Schmalz
 Farm Editor.....Al Bishea

W I K Y

EVANSVILLE—1947

Frequency: 820 Kc.....Power: 250 Watts d.
 Owned-Oper. By...South Central Bcstg. Corp.
 Address.....Mt. Auburn Rd. P. O. Box 148
 Phone Number.....4-8284
 Trans. Loca.Mt. Auburn Rd. & Bismark St.
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Associated, Capital
 Representative.....Independent
 Pres., Gen.-Sta. Mgr.....John A. Engelbrecht
 Commercial Mgr.....John Barrett
 News Director.....John Munger
 Musical Director.....Ken McCutchan
 Chief Engineer.....George F. Stoltz
 Consulting Engineer.....Harold B. Rothrock

W J P S

EVANSVILLE—1948—ABC

Frequency: 1330 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....WJPS, Inc.
 Business-Studio Address.....206 Main St.
 Phone Number.....5-2221
 Transmitter Location.....Mohr Rd. Bet. 1st &
 St. Joseph Ave.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Walker Co.
 Membership.....NAB
 President.....Robert S. Davis
 Gen., Sta., Comm. Mgr.....Robert J. McIntosh
 Sales Prom. Mgr., Pub. Dir.Betty Sparkman
 News, Pgm., Prod. Dir.Jack McLean
 Chief Announcer.....Vern Paule
 Musical Director.....Dorothy Roeder
 Chief Engineer.....Gilbert Hoffman

W A N E

FT. WAYNE—1948—CBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Radio Fort Wayne, Inc.
 Trans. Add.1205 Ft. Wayne Bank Bldg.
 Phone Number.....Anthony 6212
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Boiling
 President.....C. Bruce McConnell
 Gen., Comm. Mgr.....Charles E. Kennedy
 Program Director.....Paul Murphy
 Chief Engineer.....William Wallace Warren

W G L

FT. WAYNE—1924—ABC

Frequency: 1250 Kc.....Power: 1000 Watts
 Owned-Oper. By...News-Sentinel Bcstg. Co., Inc.
 Business-Studio Address...201 W. Jefferson St.
 Phone Number.....E-3366
 Transmitter Location...Lower Huntington Rd.
 Air Time.....6 a.m.-M. (Sunday, 7 a.m.-M.)
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Headley-Reed
 President.....Helene R. Foellinger
 Gen., Sta. Mgr.....Pierre Boucheron
 Commercial Mgr.....Merrill C. Johnson
 Prom. Mgr., Pub. Dir.Richard M. Katt
 Pgm., Prod. Dir.....Norman Widenhofer
 Chief Engineer.....Don Holzapfel
 Consulting Engineer.....A. D. Ring

W K J G

FT. WAYNE—1947—MBS

Frequency: 1380 Kc.....Power: 5000 Watts
 Owner...Northeastern Indiana Bcstg. Co., Inc.
 Business-Studio Add.220 E. Jefferson St.

Phone Number Anthony 2295
 Transmitter Location ...Decatur & Maple Rds.
 Air Time 6 a.m.-12 M.
 News Service.....UP
 Transcription Service World
 Representative Raymer
 President..... Clarence L. Schus.
 General Manager Edward G. Thoms
 Asst. to Mgr..... Hilliard Gates
 Commercial Manager Edward G. Thomas
 Program Dir..... Calo O. Mahlock
 Chief Engineer Eugene A. Chase

W O W O

FT. WAYNE—1925—ABC

Frequency: 1190 Kc. Power: 10,000 Watts
 Owner..... Westinghouse Radio Stations, Inc.
 Business-Studio Address... 925 S. Harrison St.
 Phone Number..... Anthony 2136
 Transmitter Location Routes 30 & 33
 Air Time Unlimited
 News Service UP
 Transcription Service RCA Thesaurus
 Representative..... Free & Peters
 Station Manager..... Robert G. Duffield
 Commercial Manager Paul E. Mills
 Sales Prom. & Pub. Mgr... Hilda C. Woehrmeyer
 Program Director Carl Vandegrift
 Chief Engineer Bruce H. Ratts

W G R Y

GARY—1950

Frequency: 1370 Kc. Power: 500 Watts d.
 Owned-Oper. By..... WGRY, Inc.
 Address..... 2489 La. St.
 Phone Number..... 3-8516
 News Service UP
 President, Chief Engr.... George Whitney
 General Manager Bert Mulroy
 Commercial Manager..... George Brenard
 Program Director Don O'Connor

W W C A

GARY—1949

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Operated By ...Lake Bdcstg Co., Inc.
 Address Hotel Gary
 Phone Number 9171
 Transmitter Location ... 50th and Chase Streets
 Air Time 6 a.m.-2:05 a.m.
 News Service AP, Transradio
 Transcription Service Standard
 Representative Hal Holman Co.
 Membership NAB, BAB
 Pres., Gen. Sta., Comm. Mgr. ... Dee O. Coe
 Sales Promotion Manager ... Roy G. Parry, Jr.
 Pgm., Prod. Dir. Todd Branson
 Chief Announcer Mike Rapchak
 News Director Morrison Schwartz
 Musical Director Henry Roddiger
 Chief Engineer Victor Voss
 Farm Editor Bill Foster

W J O B

HAMMOND—1928

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By South Shore Bcstg. Corp.
 Business-Studio Address..... 449 State St.
 Phone Number..... Sheffield 8400
 Transmitter Location ... 6425 Indianapolis Blvd.
 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

W F B M

INDIANAPOLIS—1926—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.
 News Service..... AP, INS
 Transcription Service Associated
 Representative Katz
 Membership NAB, BMB
 Pres., Gen. Sta. Mgr. Harry M. Bitner, Jr.
 Commercial Manager William F. Kiely
 Prom. Mgr., Pub. Dir. David F. Milligan
 Program Dir..... Frank O. Sharp
 Chief Announcer..... Lyell Ludwig
 News Director Gilbert Forbes
 Chief Engineer..... Harold Holland
 Farm Editor..... Harry Martin

W I B C

INDIANAPOLIS—1938—MBS

Frequency: 1070 Kc. Power: 50,000 d.;
 10,000 n.
 Owned-Operated By..... WIBC, Inc.
 Business-Studio Address... 30 W. Washington St.
 Phone Number..... Lincoln 2305
 Transmitter Location..... E. 86th St., Zionsville
 Air Time 24 Hrs.
 News Service AP
 Transcription Service SESAC
 Representative John Blair
 Membership NAB, BAB
 President..... Richard M. Fairbanks
 V.P., General Mgr..... Kenneth W. Church
 Program Director William L. Dean
 News Director Gordon Graham
 Chief Engineer Harvey Aderhold
 Farm Editor Jack Morrow

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.
 News Service... AP, UP
 Transcription Service... World
 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—1941—ABC

Frequency: 1310 Kc. Power: 5000 Watts d;
 1000 n.
 Owned-Oper. By... Universal Bcstg. Co., Inc.
 Business-Studio Address... 1440 N. Meridian St.
 Phone Number... Riley 4595
 Transmitter Location... Post Rd. & Rawls Ave.
 News Service... AP
 Transcription Service... Standard
 Representative... Free & Peters
 Membership... NAB, BAB
 President... C. Bruce McConnell
 Vice-Pres., Gen. Mgr... Robert B. McConnell
 Sales Prom. Mgr., Pub. Dir... Reld Chapman
 Station Manager... William H. Spencer
 Prod., Pgm. Dir... William E. Frosch
 Chief Engineer... Stokes Gresham, Jr.
 Farm Editor... Howdy Carlson
 News Director... Bill Folger

WXLW

INDIANAPOLIS—1948

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Radio Indianapolis, Inc.
 Transmitter Address... 3003 Kessler Blvd.
 Phone Number... Highland 6494
 News Service... UP
 Transcription Service... Capitol
 Representative... Metropolitan
 President... John C. Appel
 Gen., Sta. Mgr... Robert D. Enoch
 Comm., Sales Prom. Mgr... Parker Smith
 Pgm., Prod., Pub. Dir... Shirl K. Evans, Jr.
 Chief Engineer... Edward C. Lockwood

WITZ

JASPER—1948—PBS

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Operated By... Jasper on the Air Inc.
 Phone Number... Jasper 678

Transmitter Address... Highway 45
 Air Time... Sunrise-Sunset
 News Service... UP
 Transcription Service... Associated Pgm. Serv.
 Representative... Sales Division PBS
 President... Dr. Gilbert E. Metzger
 General Manager... F. A. Higgins
 Commercial Manager... Dennis Keller
 Sales Promotion Manager... George Foulkes
 Pgm., Prod. Dir... Carl Van Sittert
 Publicity Director... Patricia Frezon
 Chief Announcer... Robert Bolby
 Musical Director... Frank Martin
 Chief Engineer... Donald Ruyle

WIOU

KOKOMO—1948—CBS

Frequency: 1350 Kc. Power: 1000 Watts
 Owner... North Central Indiana Bcstg. Corp.
 Business-Studio Address... Radio Center
 Phone Number... 6194
 Transmitter... Rd. 26, E. of State Rd. 31
 Air Time... Unlimited
 News Service... AP
 Transcription Service... Standard
 Representative... Weed
 Membership... NAB
 President... Richard Blackledge
 V.P., Gen., Sta. Mgr... John Cary Jeffrey
 Program Director... James E. Muse
 News Director... Robert Bruner
 Chief Engineer... Chester Hector
 Farm Editor... Dixon Harper
 Consulting Engineer... Gillette

WASK

**LAFAYETTE—1941
 MBS—MIDWEST**

Frequency: 1450 Kc. Power: 250 watts
 Owned-Operated By... WFAM, Inc.
 Business-Studio Address... McCarty Lane
 Phone Number... 4300
 Transmitter Location... McCarty Lane
 Air Time... 6 a.m.-12:30 a.m.
 News Service... UP
 Representative... Ra-Tel
 Transcription Service... World
 Membership... NAB, BAB
 Pres., Gen., Comm. Mgr... O. E. Richardson
 Station Manager... E. R. Herkner
 Pgm. Dir., Chief Announcer... Richard Fraser
 Chief Engineer... Harry Garba
 Consulting Engineer... Frank McIntosh

WLOI

LA PORTE—1948

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By... La Porte County Bcstg. Co.
 Business-Studio Address... Rumely Hotel
 Phone Number... 3734
 Transmitter Location... Holton Rd.

News ServiceINS
 Transcription ServiceCapitol
 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

W S A L

LOGANSPORT—1949

Frequency: 1230 Kc.Power: 250 Watts
 Owned-Operated By ..Logansport Bdg. Corp.
 Address P. O. Box 399
 Phone Number 4261
 Transmitter Location Main at Hamilton
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Associated
 Membership NAB, BAB
 President John C. Colner
 Pub. Dir., Gen. Sta., Comm., Sales Prom. Mgr.
 Sam Searloss
 News, Pgm., Prod. Dir. Dick Aker
 Chief Announcer John Datzell
 Chief Engineer Earl Nelson

W B A T

MARION—1947

Frequency: 1600 Kc.Power: 500 Watts d.
 Owned-Operated By Marion Radio Corp.
 Business-Studio Address Resnick Bldg.
 Phone Number 5500
 Transmitter Location ... ¾ Mi. So. Roseburg
 News Service AP
 Transcription Service World
 Representative Hal Holman Co.
 Membership NAB
 Pres., Gen.-Sta. Mgr., Pub. Dir. J. H. Bone
 Comm., Sales Prom. Mgr. Kermit A. Bolkin
 Pgm., Prod. Dir. Lenora Fuller
 Chief Engineer Chas. E. Westfall
 Chief Announcer, News Dir. William Fowler
 Farm Editor Guy Harris

W I M S

MICHIGAN CITY—1947

Frequency: 1420 Kc.Power: 1000 Watts d.
 (CP 500 n.)
 Owned-Oper. By...Northern Indiana Bcsters..
 Inc.
 Business-Studio Address 415 Franklin St.
 Phone Number 4980
 Transmitter Location Keiffer Rd.
 News Service UP
 Transcription Service World
 Representative Ra-Tel
 President O. E. Richardson
 Gen., Sta. Mgr. E. R. Herkner
 Program Director Richard S. Olson
 News Director J. H. Gleason
 Chief Engineer Robert Schilling
 Farm Editor W. C. Ashton

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. Sta. Mgr. D. A. Burton
 Comm., Prom. Mgr. W. F. Craig
 Program Director Lee Allerton
 News Director Fred M. Hinshaw
 Musical Director Bill Summers
 Chief Engineer Maury Crain

W L R P

NEW ALBANY—1949

Frequency: 1570 Kc.Power: 1000 Watts d.
 Owned-Operated By ..Ohio Valley Bcastg. Co.
 Transmitter Add. 1216 Slate Run Rd., Box 285
 Phone Number 4-2235
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 Pres., Gen., Sta. Mgr. Roy L. Hickox
 Commercial Manager Dwight L. Barr
 Pgm., Prod. Dir., Chief Anncr. ... Keith Reising
 Publicity Director Joe Gillman
 Chief Engineer Eugene A. Fischer
 Musical Director Rita Loesch

W P G W

PORTLAND—1950

Frequency: 1440 Kc.Power: 500 Watts
 Owned-Oper. By Glenn West
 Address R.R. No. 2
 Phone Number 1094
 Transcription Service Tbesaurus, SESAC
 News Service INS
 President, Gen. Mgr. Glenn West
 Commercial Manager William B. Thomas
 Chief Engineer Maurice J. Lamb
 Pgm., News Dir. Robert Ehle

W R A Y

PORTLAND—1950

Frequency: 1250 Kc.Power: 1000 Watts d.
 Owned-Oper. By M. R. Lankford

W K B V

RICHMOND—1926—MBS

Frequency: 1490 Kc.Power: 250 Watts
 Owned-Operated By Central Bcastg. Corp.
 Bus., Studio-Transmitter Address .. 25 S. Ninth St.
 Phone Number 2-1156
 Air Time 6 a.m.-10:30 p.m.

INDIANA

News ServiceUP
Transcription Service.....Lang-Worth, SESAC
Representative Robert Meeker
MembershipNAB, BAB
Pres., Gen., Sta. Mgr. G. F. Albright
Comm., Sales Prom. Mgr...... R. L. Nusbaum
Program Dir. A. F. Schroy
News Director Spencer Danes
Musical Director Sue Tucker
Chief Engineer L. J. Duning
Farm Editor Mary Liz Miller
Consulting Engineer..Craven, Lohnes & Culver

WJCD

SEYMOUR—1949

Frequency: 1390 Kc.Power: 500 Watts d.
Owned-Operated By.....Dr. Azra C. Baker
Address Seymour
Phone Number 1212
Transmitter 1 Mi. No. of Seymour
News Service AP
Air Time Daytime
Transcription ServiceLang-Worth, SESAC
General ManagerDr. Azra C. Baker
Commercial Manager Robert E. Shippee
Chief Engineer..... Arnold Haun
Consulting Engineer.....Kear & Kennedy

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 Number7-1566
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service Associated
Representative Bolling
Membership NAB, BAB
President C. Bruce McConnell
Gen.-Sta.-Comm. Mgr...... William H. Spencer
Sales Prom. Mgr...... C. J. Pajakowski
Pgm., Prod., Pub. Dir...... Frank Crosiar
News Director John Andrews
Chief Engineer Ira D. Kealy

WJVA

SOUTH BEND—1947

Frequency: 1580 Kc.Power: 250 Watts d.
Owned-Oper. By St. Joseph Valley Bdsg. Corp.
Address 206 So. Main St., Misawaka, Ind.
Phone Number 5-8620
Transmitter Location N. Hickory Rd.
Air Time Sunrise-Sunset
News Service UP
Transcription Service World
Representative Burn-Smith
Membership NAB, BAB
Pres., Gen. Mgr. F. R. Householder
Commercial Manager Charlie Sharpless

Program DirectorVince Doyle
Chief AnnouncerLou Neitzel
Chief Engineer.....Francis J. Bock

WSBT

SOUTH BEND—1922—CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By The South Bend Tribune
Business-Studio Address ..223 W. Colfax Ave.
Phone Number 3-6161
Transmitter Location Ironwood Road
News Service UP
Transcrip. Serv. ...RCA Thesaurus, Standard
Representative..... Paul H. Raymer
Membership NAB, BAB
President F. A. Miller
Station Manager Robert H. Swintz
Commercial Manager Neal B. Welch
Sales Prom. Mgr. Pub. Dir. Walter A. Sweitzer
Program Director Robert J. Drain
Production Director Oliver Parcher
Chief Annr., News Dir. Morton Linder
Musical Director Harlan Hogan
Chief Engineer Herbert G. Cole
Farm Editor Philip Comba

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 Bellinger
Pgm., Prod. Dir...... Tom Allebrandt
Musical Director Ruth Baumgard
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.
News Service..... AP, UP
Transcription Service World
Representative Weed
Membership NAB, BAB
President Alvin Eades
Comm., Gen., Sta. Mgr. ..William F. Rippetoe
Sales Prom. Manager..... Sigel A. Roush
Program Director..... Leo J. Baxter
Prod. Dir., Chief Annr...... Harry Frey
Publicity Director..... Madeline K. Barry
News Director Howard Stevens
Chief Engineer..... Howard Stewart

WTHI

TERRE HAUTE—1947—CBS

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Oper. By Wabash Valley Bdg. Corp.
 Address 120 South 7th Street
 Phone Number Crawford 9481
 Trans. Loca. 13th St., & Hasselburger Rd.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth Library
 Representation Bolling and Co., Inc.
 Membership NAB, BAB
 President Mr. Anton Hulman, Jr.
 Gen. Sta. Mgr. Mr. Joseph M. Higgins
 Commercial Manager Dick Forbes
 Sales Promotion Mgr. Arthur V. Crary, Jr.
 Program Director Ben Falber, Jr.
 News Director Robert Kimbro
 Musical Director George Martin
 Chief Engineer Ray Felts
 Farm Editor George Martin

WAOV

VINCENNES—1940—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Vincennes Sun Co.
 Business Address 320 Bussevan St.
 Phone Number 787
 Studio Address 320 Busseron St.
 Transmitter Location Hwy., N. of Vincennes

Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service World
 Representative John E. Pearson
 President Eugene C. Pulliam
 General Manager Howard N. Greenlee
 Comm. Sta., Sales Prom. Mgr. Samuel J. Dodd
 Program Director Dick Shaughnessy
 Publicity Director Don Kendall
 Chief Announcer Al Vore
 Chief Technician Ralph Baldwin
 News Dir., Farm Edit. Austin Edmondson
 Musical Director Cliff Golden
 Consulting Engineer Eugen C. Alden

WKAM

WARSAW—1949

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By Kosciusko Bcstg. Corp.
 Address RFD No. 1
 Phone Number 85
 Transmitter 1 Mi. E. of City
 Air Time Daytime
 News Service AP
 Transcription Service London, Cole
 Representative Hal Holman Co.
 Pres., Gen., Sta., Comm., Prom. Mgr. J. W. Autenrieth, Jr.
 Pgm., Farm Edit., News Dir. Jack A. Luse
 Chief Engineer Charles F. Stinson
 Consulting Engineer Kear & Kennedy

AP SELLS

For Stations and Sponsors —

For instance . . . WLAM

“WLAM carries a total of 87 sponsored AP newscasts weekly, including ten 15-minute programs for women and 14 others on Sports.

“We have just closed a contract with the Oldsmobile, Cadillac and Chevrolet dealers for the only AP newscast we had left—at 10 P.M., seven nights a week.

“Associated Press news programs are the easiest to sell.”

FRANK S. HOY,
 General Manager,
 WLAM, Lewiston, Me.

IOWA

Population 2,621,073—Increase +3.3% ('40-'50)—Radio Homes 725,490
Families 728,000—Stations in State 45

KASI

AMES—1948

Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Operated By Ames Bcastg. Co.
Business-Studio Address 328½ Main St.
Phone Number 3480
Transmitter Location Ontario
Air Time Daytime
News Service UP
Transcription Service Capitol
President W. S. Rupe
Gen., Sta. Mgr. Arthur A. Skinner
Program Director Robert Chase
Musical Director Richard Schory
Chief Engineer Doyle D. Kelso
Consulting Engineer A. D. Ring

KJAN

ATLANTIC—1950

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By George Basil Anderson
Phone Number 1894
Representative Biddick
News Service AP
Pres., Gen. Mgr. George Basil Anderson
Commercial Manager Leslie Wally
Chief Engineer Bob Falk
News Director Bill Sander

KWBG

BOONE—1950

Frequency: 1590 Kc. Power: 1000 Watts d.,
500 Watts n.
Owned-Operated By Boone Bcastg. Co.
Address 609 Boone Natl. Bldg.
Phone Number 2145
Transcription Service Standard, Thesaurus
News Service UP, INS
President Harold L. Fisher
Comm., Gen. Mgr. Harold W. Higby
Pgm., News Dir. Robert S. Graham
Chief Engineer Dan Garretson

KBUR

BURLINGTON—1941—ABC

Frequency: 1490 Power: 250 Watts
Owned-Operated By Burlington Bcastg. Co.
Business-Studio Address National Bank Bldg.
Phone Number 680
Transmitter Location West Burlington
Air Time 6:00 a.m.-M
News Service UP
Transcription Service Standard
Representative Taylor-Boroff
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

KCIM

CARROLL—1950

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By Carroll Broadcasting Co.
Address 520 N. Adams St.
Phone Number 1380
Transcription Service Lang-Worth
News Service UP
President C. Everett Bliss
Pgm., News Dir. Bill Parker
Chief Engineer Bernard Neher
Farm Editor Dale Barton

KCRG

CEDAR RAPIDS—1947—MBS

Frequency: 1600 Kc. Power 5000 Watts
Owned-Operated By The Gazette Co.
Business-Studio Address 104 First St., SW
Phone Number 4-4194
Transmitter Location Cedar Rapids
News Service AP, INS
Transcription Service Standard
Representative Burn-Smith
Membership NAB, BAB
Secretary, Vice-President Joseph F. Hladky
Gen., Comm. Mgr. Fred W. Wagenvoord
Sales Prom., Pub. Dir. Edna A. Herbst
Program Director Robert L. Quinn
News Director Dick Yoakam
Musical Dir. Jordan Jackr
Chief Engineer Kenneth M. Caldwell
Farm Editor Rex Conn
Consulting Engineer George C. Davis

KWCR

CEDAR RAPIDS—1949—TALL CORN

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Cedar Rapids Bcastg. Corp.
Business Address 211 First St., SW
Transmitter 2616 Robbins Road
Phone Number 3-8265
News Service UP
Transcription Service Capitol, Thesaurus
Representative McKinney, Meneough-Friedman
Membership NAB, BAB
President William J. Barron
Gen., Sta., Pub. Dir. Paul E. Millen
Pgm., Music, Prod. Dir. Ralph Willey
Commercial Manager Richard Huber
Chief Engineer James A. Dickens
News Director Richard Cheverton

W M T

CEDAR RAPIDS—1922—CBS

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Operated By: American Bcslg. Stations, Inc.
 Business-Studio Address: Para. Theatre Bldg.
 Phone Number: 6127
 Transmitter Location: Marion
 Air Time: 5 a.m.-1 a.m.
 News Service: AP, INS, UP
 Transcription Service: World, Lang-Worth
 Representative: Katz
 Membership: NAB, BAB
 Exec. Vice-Pres.: William B. Dolph
 General Manager: 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
 News Director: James Borman
 Musical Director: Esther Rausch
 Chief Engineer: George Hixenbaugh
 Farm Editor: Charles A. Worcester

K C O G

CENTERVILLE—1949

Frequency: 1400 Kc. Power: 500 Watts
 Owned-Operated By: Centerville Bdcstg Co.
 Address: 1910 South Main St.
 Phone Number: 131, 407
 Transmitter Location: 1910 South Main St.
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Joseph Hershey McGillvra, Inc.
 Membership: NAB
 President: R. K. Beck
 Gen., Sta., Comm., Mgr.: A. M. Farber
 Pam., Prod., News, Dir.: Clyde Holbrook
 Chief Eng'n., Anncr.: Robert K. Reimers
 Farm Editor: Warren Langfitt

K C H A

CHARLES CITY—1949

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By: Inland Bcslg. 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 Bdcstg Corp.
 Address: 246 Fifth Avenue South
 Phone Number: 448
 Trans. Location: 13th Ave., No. & Elvira Rd.
 Air Time: 6 a.m.-M.

News Service: UP
 Transcription Service: Thesaurus
 Representative: Everett, McKinney, Inc.
 Membership: NAB, BAB
 President: W. S. Jacobsen
 Gen., Sta., Comm. Mgr.: W. J. Teich
 Sales Prom. Mgr., Pgm. Dir.: Henry Dihlmann
 Production Director: John Elliott
 Publicity Director: Edward Rodgers
 Farm Edit., Chief Anncr.: Jack Thomsen
 News Director: Lee White
 Chief Engineer: Gerald Parker

K S W I

COUNCIL BLUFFS—1947

Frequency: 1560 Kc. Power: 500 Watts d.
 Owned-Operated By: Nonpareil Bdcstg. Co.
 Address: P. O. Box 509
 Phone Number: Co. Bluffs 4041—Ohoma:
 Jackson 7736
 Transmitter Location: South Omaha Rd.
 Air Time: Sunrise-Sunset
 News Service: UP
 Transcription Service: Lang-Worth-Associated
 Representative: Everett-McKinney
 Membership: NAB, BAB
 President: Robert R. O'Brien
 Gen., Sta. Mgr.: Robert L. Davis
 Commercial Manager: Richard B. Gurney
 Program Director: Harold Hughes
 Chief Announcer: Don French
 News Director: Robert L. Davis
 Chief Engineer: Robert W. Hall
 Farm Editor: C. W. McManamy

K S I B

CRESTON—1946—KBS

Frequency: 1520 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Southwest Iowa Bsta. Co.
 Address: Radio Center
 Phone Number: 55
 Transmitter: Highway 34
 News Service: AP
 Transcription Service: Thesaurus
 Representative: Everett-McKinney
 President: Arthur Horning
 Gen., Sta., Prom., Comm. Mgr., Pub. Dir.: E. M. Horning
 Pgm.-Prod. Dir.: Dorothy Lindley
 Chief Anncr., Musical Dir.: Jack Mills
 News Director: Ed Helbert
 Chief Engineer: Jean Poole
 Farm Editor: Dick Arnold
 Consulting Engineer: Comm. Rd. Equipt. Co.

K S T T

**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.
 News Service.....UP
 Transcription Service.....C. P. MacGregor
 Representative.....J. P. McKinney
 President, Station Manager...Hugh R. Norman
 Commercial Mgr.Neil Conklin
 Chief Announcer.....Warren Anderson
 Musical Director.....Joe Gear
 Farm Editor.....Warren Anderson

W O C

DAVENPORT—1922—NBC

Frequency: 1420 Kc.Power: 5000 Watts
 Owned-Operated ByTri-City Bdcstg. Co.
 Address805 Brady Street
 Phone Number3-3661
 Transmitter LocationBennendorf
 Air Time6 a.m.-M.
 News Service.....UP
 Transcription Service. Lang-Worth, Thesaurus
 RepresentativesFree & Peters, Inc.
 MembershipNAB, BAB
 PresidentCol. B. J. Palmer
 Gen., Sta. Mgr.Ernest Sanders
 Commercial ManagerMark Wodlinger
 Sales Promotion ManagerFred Reed
 Pgm., Prod. Dir.Charles Freburg
 Publicity DirectorPaul Ives
 News DirectorBob Redeen
 Musical DirectorGeorge Sontag
 Chief EngineerPaul Arvidson
 Farm EditorBob Frank

K D E C

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.
 News Service.....AP
 Transcription Service.....Standard
 RepresentativeEverett-McKinney
 MembershipNAB
 President.....F. W. Woodward
 General Manager.....William J. Croker
 Commercial Manager.....George Dorrington
 Chief EngineerArnold Zaruba

K C B C

DES MOINES—1946

Frequency: 1390 Kc.Power: 1000 Watts
 Owned-Oper. By.....Kapital City Bcstg. Co.
 Business-Studio Address.....2323 Grand Ave.
 Phone Number4-3151
 Transmitter Location....E. 42nd & Dean Ave.
 News Service.....AP
 RepresentativeWeed
 PresidentKarl Peters
 General-Station Mgr.....Rollo H. Bergeson
 Commercial Mgr.....C. E. Grant

Operations Mgr.....J. I. Mitchell
 Chief Engineer.....Bob Brown

K I O A

DES MOINES—1948—MBS

Frequency: 940 Kc.Power: 10,000 Watts d.,
 5,000 Watts n.
 Owned-Oper. By ...Independent Bdcstg. Co.
 Address....10th & Mulberry, Onthank Bldg.
 Phone Number2-9191
 Transmitter LocationHartford
 Air Time6 a.m.-12 M.
 News Service.....INS, UP
 Transcription ServiceWorld
 RepresentativePaul H. Raymer Co.
 PresidentRalph L. Atlass
 Gen., Sta. Mgr.Marvin L. Rosene
 Commercial ManagerJames L. Kelehan
 Program DirectorLee L. Harris
 Publicity DirectorJanice R. Hull
 News DirectorR. J. Nash
 Chief EngineerLloyd R. Amoo
 Farm EditorDon Ames

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
 MembershipNAB, BAB
 President.....Gardner Cowles
 General-Station Managr.....Bob Dillon
 Commercial Manager.....Paul Elliott
 Sales Prom. Mgr., Pub. Dir.Joe Hudgens
 Program DirectorDick Covey
 Musical Director.....Wayne Ackley
 Chief Engineer.....Charles Quentin

K S O

DES MOINES—1922—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
 News Service.....AP
 Transcription ServiceCapitol
 Station Representative.....Headley-Reed
 RepresentativePetry & Co.
 MembershipNAB, BAB
 President.....Kingsley H. Murphy
 Gen., Comm. Mgr.S. H. McGovern
 Pub., Pgm. Dir.B. C. Baldwin
 News DirectorGlenn Goodwin
 Chief Engineer.....F. E. Bartlett

KWDM

DES MOINES—1947—TALL CORN

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By: Des Moines Bcastg. Corp.
 Business-Studio Address: 407 Fifth Ave.
 Phone Number: 2-8383
 Transmitter Location: Levey 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 Schwars

WHO

DES MOINES—1924—NBC

Frequency: 1040 Kc. Power: 50,000 Watts
 Owned-Operated By: Central Bcastg. Co.
 Business-Studio Address: 914 Walnut St.
 Phone Number: 3-7147
 Transmitter Location: Mitchellville
 News Service: AP, INS, UP
 Transcription Service: Thesaurus, SESAC
 Station Representative: Free & Peters
 Membership: NAB, BAB
 President: Col. B. J. Palmer
 V. Pres. & Resident Mgr.: Paul A. Loyet
 Exec. V. Pres.: Ralph Evans
 Assitant Manager: W. W. Woods
 Sales Manager: Harold Fulton
 Sales Promotion: John Schweiker
 Program Director: Jack Kerrigan
 Production Director: Kenneth Gfeller
 News Bureau Manager: Jack D. Shelley
 Chief Engineer: Reed E. Snyder
 Farm Editor: Herb Plambeck
 Consulting Engineer: A. D. Ring

KDTH

DUBUQUE—1941—MBS

Frequency: 1370 Kc. Power: 1000 Watts
 Owner: Dubuque Telegraph-Herald
 Bus.-Studio Address: Eighth Ave. & Bluff Sts.
 Phone Number: 1603
 Transmitter Location: East Dubuque
 News Service: AP
 Transcription Service: Associated
 Station Representative: Everett-McKinney
 Membership: NAB
 President: F. W. Woodward
 General-Station Manager: K. S. Gordon
 Commercial Manager: A. C. Newburgh
 Program Director: Arnie Stierman
 News Director: George Freund
 Chief Engineer: Robert I. Hancock
 Farm Editor: Gerald McAleece

WKBB

DUBUQUE—1933—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Dubuque Bcastg. Co.
 Business-Studio Address: 505 Main St.
 Phone Number: 572
 Transmitter Location: R. R. No. 2
 Air Time: 6 a.m.-M.
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Robert Meeker
 Membership: NAB
 President: Charles T. Landon
 General Manager: James D. Carpenter
 Commercial Mgr.: Harry Hatzenbuehler
 Program-Production Dir.: Gleason Kistler
 Chief Annrc., News Dir.: L. Vaughn Gayman
 Musical Director: Ethel M. Carpenter
 Chief Engineer: Barkey-Heim
 Farm Editor: Gleason Kistler

KVFD

FT. DODGE—1939—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Northwest Bcastg. Co.
 Business-Studio Address: Warden Bldg.
 Phone Number: Walnut 3781
 Air Time: 6 a.m.-12 M.
 News Service: UP, INS
 Transcription Service: Lang-Worth
 Representative: Everett-McKinney
 Membership: NAB
 President, General Manager: Edward Breen
 Office Manager: Lester Person
 Commercial Mgr.: Max Landes
 Sales Prom. Mgr.: Wally Engelhardt
 Farm Edit., News, Pgm. Dir.: Drexel Peterson
 Publicity Director: Kenneth Peterson
 Chief Announcer: Johnny Green
 Chief Engineer: David G. Sinclair

KXGI

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: Ft. Madison
 Air Time: Sunrise to sunset
 News Service: AP
 Transcription Service: Lang-Worth
 President: A. Orrie Carson
 General Manager: Robert M. Carson
 Station Manager: L. R. Nuss
 Chief Engineer: Hubert Marshall
 Program Director: Robert Chamlee

KXIC

IOWA CITY—1948—HSN

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Johnson County Bcastg. Corp.

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
 Representative.....Wm. G. Rambeau
 Transcription Service.....Lang-Worth
 Membership.....NAB, BAB
 Pres., Comm., Prom. Mgr.....Robert Snyder
 Gen., Sta. Mgr., News Dir.....Gene Claussen
 Chief Announcer.....Gene Phillippe
 Musical Director.....Herbert D. Olson
 Chief Engineer.....Elliott Full
 Farm Editor.....G. M. Ludwig
 Consulting Engineer.....James Ebel

K O K X

KEOKUK—1947—TALL CORN

Frequency: 1310 Kc. Power: 1000 Watts d.,
 500 Watts n.

Owned-Operated By.....Keokuk Bdcstg. Co.
 Address.....500½ Main Street
 Phone Number.....235
 Transmitter Location.....Hamilton, Ill.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World
 Representative.....Tallcorn
 Membership.....NAB
 President.....H. W. Stadler
 Gen., Comm., Mgr.....H. O. Totten
 Pgm., Prod., Chief Anncr.....C. C. Andrews
 News Director.....Edwin H. Newcombe
 Musical Director.....Chester C. Andrews
 Chief Engineer.....James L. Mott

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.....3381
 Transmitter Location.....Route No. 3
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Everett-McKinney
 Membership.....NAB
 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 G L O

MASON CITY—1937—CBS

Frequency: 1300 Kc. Power: 5000 Watts

Owned-Operated By.....Lee Radio, Inc.
 Business-Studio Address...12½ 2nd St., N.E.
 Phone Number.....2800
 Transmitter Location.....Hqwy. 18
 Air Time.....6 a.m.-12 M.
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....Weed
 Membership.....NAB, BAB
 President.....Lee P. Loomis
 Exec. V.P.....Herbert R. Ohrt
 Sta., Comm Mgr.....Henry B. Hook
 Sales Promotion Manager.....Donald Harrer
 Program Director.....William G. Suter
 Prod. Dir., Chief Anncr.....Robert Clausen
 Publicity Director.....Dorothy Brown
 Chief Engineer.....Roger E. Sawyer
 News Director.....Charles Hilton
 Farm Editor.....Bob Crom
 Consulting Engineer.....Esterly Page

K R I B

**MASON CITY—1948—MBS
 TALL CORN**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By.....Mason City Bcstg. Co.
 Address.....5 Second St., S.W.
 Phone Number.....5400
 Representative.....Menough
 Transcription Service.....World
 News Service.....AP
 Partners.....Louis, George, Abbott
 & Robert Wolf
 General Manager.....William Yearout, jr.
 Commercial Manager.....Joseph Simon
 Pgm., News, Farm Dir.....Paul Patrick
 Promotion Manager.....Robert Erickson
 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.....Hlway 18
 Air Time.....Daytime
 News Service.....UP
 Membership.....NAB
 Transcription Service.....Asocated, B. Eells
 Representative.....Wm. Rembeau Co.
 Pres., General-Station Mgr., Robert M. Carson
 Comm., Sales Prom. Mgr., Norman W. Rice
 Pgm., Prod. Director.....Milten H. Cohen
 News Director.....Chuck Ney
 Chief Engineer.....Jack Duncan
 Farm Editor.....Reuben A. Hall
 Consulting Engineer.....Weldon & Carr

K W P C

MUSCATINE—1947—TALL CORN

Frequency: 860 Kc. Power: 250 Watts d.

Owned-Operated By.....Muscatine Bcstg. Co.
 Transmitter Address.....Mulberry at Houser
 Phone Number.....860
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....Thesaurus, Associated
 Representative.....Everett-McKinney, Tall Corn
 Membership.....NAB
 Comm., Gen., Mgr.....George J. Volger
 Chief Anncr., Prod. Dir.....Donald Wooten
 Musical Director.....Thelma Volger
 News Director.....James Ryan
 Chief Engineer.....Edward Edenson
 Farm Editor.....Jack Butcher
 Consulting Engineer.....Chambers & Garrison

K O E L

OELWEIN—1950—LBS

Frequency: 950 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Northeast Iowa Radio Corp.
 Address.....4½ W. Charles St.
 Phone Number.....317
 Representative.....Continental
 Transcription Service.....Lang-Worth
 News Service.....UP
 General Manager.....John O. Vick
 Program Director.....Chester T. Behrman
 Chief Engineer.....James A. Peterson
 News Director.....David Melton

K B O E

OSKALOOSA—1950

Frequency: 740 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Oskaloosa Bcstg. Co.
 Address.....117 High Ave. E.
 Phone Number.....301
 Transcription Service.....Standard
 News Service.....AP
 President.....E. W. Wenrick
 General Manager.....Ken Kilmer
 Sales Manager.....L. G. Stanley
 Chief Engineer.....Robert W. Moore
 News Director.....Glen Law

K B I Z

OTTUMWA—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....KBIZ, Inc.
 Address.....Seven Acres, 2513 N. Court Rd.
 Phone Number.....5600-1
 Transmitter Location.....Community Gardens
 News Service.....AP
 Transcription Service.....World
 President, General Mgr.....James J. Conroy
 Station Manager.....Eleanor M. Haling
 Commercial Mgr.....Richard Meler
 Program-Production Dir.....Del Donahoo
 Promotion Mgr.....Berg Allison
 Chief Engineer.....Wayne J. Hatchell

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.
 Phone Number.....192
 Transmitter Location.....1 ml. NE of
 Shenadoah on Hgwy. 48
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Capitol
 Representative.....Avery-Knodel, Inc.
 President.....Edward W. May
 Gen. Sta. Mgr.....Owen Saddler
 Comm. Mgr.....H. O. Peterson
 Sales Prom. Mgr., Pub. Dir.....H. B. Arkoff
 Program Director.....Wayne Beavers
 Chief Announcer.....Jim Kendrick
 News Director.....Ralph Childs
 Musical Director.....Virginia White
 Chief Engineer.....R. J. Schroeder
 Farm Editor.....Mell Meins
 Consulting Engineer.....Wm. L. Foss

K C O M

SIoux CITY—1949—TALL CORN

Frequency: 620 Kc.....Power: 1000 Watts
 Owned-Operated By.....KCOM Bcstg. Co.
 Address.....620 Insurance & Exchange B'dg.
 Phone Number.....8-0628
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Everett-McKinney, Tall Corn
 President & Manager.....Dietrich Dirks
 Sales, Comm. Mgr.....Sheldon Singer
 Pgm., News Dir., Ch. Anncr.....Don Soliday
 Chief Engineer.....Al Smith
 Consulting Engineer.....McIntosh & Inglis

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 LocationLeeds
 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
 Chief Engineer.....S. C. Dier

K T R I

SIOUX CITY—1938—MBS

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Operated By.....Sioux City Bcstg. Co.
 Business-Studio Address.....Commerce Bldg.
 Phone Number.....8-0165
 Transmitter LocationDakota City, Neb.
 News Service.....UP
 Transcription ServiceThesaurus
 RepresentativeO. L. Taylor Co.
 MembershipNAB, BAB
 President.....John C. Kelly
 Gen., Sta., Comm. Mgr.....E. J. Huber
 Promotion Manager.....Lennon Kelly
 Pam., Prod., News Dir., Farm Edit. Bob Hansen
 Chief Engineer.....Willard Easterly

K I C D

SPENCER—1942—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By. Iowa Great Lakes Bcstg. Co.
 AddressBox 631
 Phone Number1240
 News Service.....AP
 Transcription Service ...Standard, Associated
 RepresentativeEverett-McKinney
 MembershipNAB
 Pres., General-Station Mgr.....Ben B. Sanders
 Comm., Sales Prom. Mgr.....Henry B. Cate
 Program Director, Farm Editor ..Mason Dixon
 Prod. Dir., Chief Anncr.....Bob Sternberg
 Musical Director.....Bill Higgins
 Pub., News Director.....Chas. Lintgen
 Chief EngineerEison Kanago
 Farm Editor.....Lyle Swigart

K A Y L

STORM LAKE—1948

Frequency: 990 Kc.....Power: 250 Watts d.
 Owned-Operated By...Cornbelt Bcstg. Co.
 Business-Studio Address.....206½ Park Bldg.
 Phone Number.....1490
 Transmitter Location.....Hgwys. 5 & 71
 News Service.....AP
 RepresentativeDevney & Co.
 Transcription ServiceCapitol
 MembershipNAB, BAB
 President.....O. J. Grau
 Gen., Sta. ManagerT. L. Shumate

Commercial Manager.....James I. McCord
 Prog. Dir., Farm Edit.Gerald Cumming
 Chief Engineer.....Howard L. Carlson
 Farm Editor.....Norman Thomsen

K B O K

WATERLOO—1946

Frequency: 1090 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Waterloo Bcstg. Co.
 Address.....620½ Lafayette St.
 Phone Number6851
 RepresentativeMcGillvra
 News ServiceUP
 Gen. Mgr. & Secty.....John M. Printup

K W W L

WATERLOO—1947—MBS

Frequency: 1330 Kc. ...Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By ..Black Hawk Bcstg Co.
 AddressHotel Russell Lamson
 Transmitter Location ..Lafayette Rd., Waterloo
 News ServiceAP
 Transcription ServiceCapitol
 RepresentativeJohn E. Pearson Co.
 Pres., Gen., Sta. Mgr.Ralph J. McElroy
 Comm., Sales Prom. Mgr. ...Donald E. Inman
 Program DirectorRobert T. Jenson
 Prod., Music, Pub. Dir. ...Raymond C. Starr
 Farm Edit., News DirectorEdwin L. Falk
 Chief EngineerHoward F. Burgess

K X E L

WATERLOO—1942—ABC

Frequency: 1540 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Josh Higgins Bcstg. Co.
 Business-Studio Address.....Insurance Bldg.
 Transmitter LocationDysart
 News ServiceINS
 Transcription ServiceSESAC
 RepresentativeAvery-Knedel
 MembershipNAB, 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 Kassner
 Farm Editor.....Dallas McGinnis

K J F J

WEBSTER CITY—1950

Owned-Operated By ...Land O'Corn Brcdctrs.
 News ServiceAP
 Transcription ServiceThesaurus, Capitol
 MembershipNAB
 PresidentCharles V. Warren
 General Manager ...Lee Gordon Rasmussen
 Production DirectorPaul R. Benson
 News Directors ...Gene Piatt, G. D. Warland
 Chief EngineerWayne J. Hatchett

KANSAS

Population 1,905,299—Increase +13.5% ('40-'50)—Radio Homes 517,670
Families 544,370—Stations in State 35

KSOK

ARKANSAS CITY—1947

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Operated By The KSOK Bdcstg. Co.
Phone Number 2666
Trans. Loca. 1 Mi. No. of Arkansas City
Air Time Sunrise-Sunset
News Service AP
Transcription Service Lang-Worth
President Oscar S. Stauffer
Gen. Sta. Mgr. S. C. Thompson
Pgm., Prod. Dir. Martin H. Thomas
News Director Melvin A. Haines
Musical Director George Carroll
Chief Engineer Edward H. Howe

KARE

ATCHISON—1939—KBS

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Oper. By Griffith-Buenning Bdstg. Co.
Address Fifth & Kansas Ave., Atchison
Phone No. 2447 Atchison, 4-0958 St. Joseph
Transmitter Location Halls, Missouri
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service Standard Radio
Representative William G. Rambeau Co.
Partners J. M. Griffith & P. H. Buening
Program Director Jack Lloyd
Chief Engineer Claude Kramer

KGGF

COFFEYVILLE—1930—ABC

Frequency: 690 Kc. Power: 10,000 Watts d.,
5000 Watts n.
Owned-Oper. By The Midwest Bcstg. Co., Inc.
Business-Studio Address 8th & Elm
Phone Number 147
Transmitter Location So. Coffeyville, Okla.
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service World
Representative Weed
Membership NAB, BAB
Pres., Gen. Mgr. Richard M. Seaton
Prom., Sta. Mgr. Robert L. Pratt
Commercial Manager E. B. Spoonamore
Pgm., Prod., News Dir. Bob Evans
Publicity Director Warren Mowden
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.

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
President James V. Pratt
Gen. Sta. Mgr. George A. Nickson
Program Dir. William Morse
Publicity Dir. Gene McGehee
Chief Announcer Robert Kraftt
Chief Engineer U. L. Lynch
Farm Editor Embert Coles

KGN O

DODGE CITY—1930—KBS

Frequency: 1370 Kc. Power: 1000 Watts d.;
250 Watts n.
Owned-Oper. By Dodge City Bcstg. Co.
Business Address Globe Bldg.
Phone Number 1370, 1371
Transmitter Location W. Park St.
Air Time 6 a.m.-10:30 p.m.
News Service AP
Transcription Service Lang-Worth, Capitol
Representative Art Hagg
Membership NAB, BAB
President, General Manager J. C. Dentous
Program Director Herschel Holland
Sta. Comm. Mgr. W. Elliott
Chief Announcer Stan Gribble
Chief Engineer Duane Hoisington
Farm Editor Don Wilson

KTSW

EMPORIA—1939—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Emporia Bcstg. Co., Inc.
Business-Studio Address 613 Merchant St.
Phone Number 153-4
Transmitter Location Soden Grove
Air Time Unlimited
News Service AP
Transcription Service World
Membership NAB
Pres., Sta. Mgr. Owen H. Balch
Sales Promotion John Hestland
Program Director Helen Klostermann
Chief Engineer Dale Allen

K GAR

GARDEN CITY—1949—LIBERTY

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
 Representative.....Hal Holman Co.
 Membership.....NAB, BAB
 President.....H. C. Sartorius
 Gen., Sta., Comm. Mgr.....Dale E. Kern
 Pgm., Prod. Dir.....Frank Frost
 Chief Engineer.....E. D. Casey
 Farm Editor.....Gail I. Banks
 Consulting Engr., Comm. Radio Monitoring Co.

KIUL

GARDEN CITY—1933—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Telegram Publishing Co.
 Business-Studio Address.....509½ N. Main St.
 Phone Number.....4581
 Transmitter Location.....Warner Terrace
 Air Time.....6 a.m.-11:30 p.m.
 News Service.....AP
 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

KWGB

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

KVGB

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.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson
 Membership.....BAB
 President.....Helen T. Coogan
 V.P., Gen., Sta. Mgr.....Grover C. Cobb
 Asst. Mgr.....Sherwood R. Parks
 Sales Mgr.....Bill J. Jarvis
 Mus., Pgm. Dir.....Roy H. Beals
 Chief. Anncr., News Dir.....James F. Heaton

Chief Engineer.....Chester A. Wallack
 Consulting Engineer.....John B. Heffelfinger

KAYS

HAYS—1948—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Kays, Inc.
 Phone Number.....1700
 Studio-Transmitter Address.....2450 Hall St.
 Air Time.....6:30 a.m.-10:30 p.m.
 News Service.....AP
 Transcription Service.....Thesaurus, Capitol
 Membership.....NAB
 President.....Frank Motz
 Gen., Sta. Mgr.....Bob Schmidt
 Commercial Manager.....Bud Ryan
 Program Director.....Bob Jenkins
 Promotion Manager.....Quent Bogart
 Chief Engineer.....Glen Barnett

KWBW

HUTCHINSON—1935—NBC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Nation's Center Bcstg. Co.
 Business-Studio Address.....10L 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

KWHK

HUTCHINSON—1946—KBS

Frequency: 1190 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....KWHK Bcstg. Co., Inc.
 Business-Studio Address.....18 W. 5th St.
 Phone Number.....3-100
 Transmitter Location.....Hutchinson
 Air Time.....Sunrise-Sunset
 News Service.....AP
 Transcription Service.....Standard
 Representative Irene Griffith, Everett-McKinney
 President.....James E. Murray
 Sec.-Treas., Gen. Mgr.....Vern Minor
 Prom., Comm. Mgr.....Gren Darling
 Program Director.....Malcolm West
 Publicity Director.....Don Salmon
 Musical Director.....J. Bruce Murray
 Chief Engineer.....Millary Clary
 Consulting Engineer.....Earl Cullum

KIND

INDEPENDENCE—1949—KBS

Frequency: 1010 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Central Bcstg., Inc.
 Bus.-Studio-Transmitter.....Professional Bldg.

Phone Number1010
Transmitter Location16th & Maple
Air TimeLocal sunrise-local sunset
News ServiceAP
Pres., Gen., Sta. Mgr.J. Nelson Rupard
Program DirectorCal Rains

KJCK

JUNCTION CITY—1949

Frequency: 1420 Kc. ...Power: 1000 Watts d.
Owned-Oper. By ..Junction City Bdcstg. Co.
Address724½ No. Washington St.
Phone NumberJunction City 1477
Trans. Loca. ...3 Mi. S. of Junction City, on
U. S. 77

Air TimeSunrise-Sunset
News ServiceUP
Transcription ServiceMicrogroove
RepresentativeHal Holman Co.
Comm., Gen. Mgr. Co-owner ..R. L. Weir, Jr.
Sales Promotion ManagerJohn R. Conley
Program DirectorVernon F. Gielow
Production DirectorGeo. P. Nelson, Jr.
Chief AnnouncerLee Vogel
News DirectorNancy Harris
Musical DirectorGene Joslin
Chief Engineer, Co-owner ..Richard P. Meek
Farm EditorBounce Nunamaker

KCKN

KANSAS CITY—1924

Frequency: 1340 Kc.Power: 250 Watts
Owned-Operated By ..KCKN Bcstg. Co., Inc.;
Capper Publications, Inc.

Business Address300 Waltower Bldg.
Phone NumberVictor 3864
Transmitter Location901 N. 8th St.
Air Time7 a.m.-11 p.m.
News ServiceAP
Transcription Service ..Lang-Worth, Standard
RepresentativeCapper Publications
PresidentW. A. Bailey
General ManagerBen Ludy
Sta., Comm. ManagerJoe Story
Pgm., Prod. Dir.George Stump
Chief EngineerMax Williams

KCLO

LEAVENWORTH—1948

Frequency: 1410 Kc.Power: 500 Watts d.
Owned-Oper. By ..Leavenworth Bdcstg. Co.
Address418½ Cherokee
Phone Number3620—3621
Transmitter LocationR.F.D. No. 2
News ServiceUP
Transcription ServiceCapitol
RepresentativeHil F. Best
PresidentAlf M. Landon
Gen., Sta., Comm. Mgr.M. L. Gleason
Chief Anncr., Sales Prom. Mgr. ..Dick Behner
Program DirectorBill Willson
Pub., News DirectorMrs. Esther Norman

Musical DirectorFrances Johnston
Chief EngineerDavid L. Reed

KSCB

LIBERAL—1948

Frequency: 1270 Kc.Power: 1000 Watts d.
Owned-Oper. BySeward County Bcstg. Co.
Business-Studio AddressE. 8th St.
Phone Number3891
News ServiceUP
Transcription ServiceStandard
MembershipNAB
PresidentAlf M. Landon
General ManagerLeen S. Salathell
Pgm. Dir., Chief Anncr.Larry Filkins
Chief EngineerWayne Pash

KMAN

MANHATTAN—1950

Frequency: 1350 Kc.Power: 500 Watts d.
Owned-Oper. ByManhattan Bcstg. Co.
Address114 No. 4th St.
Phone Number4451
Transcription LibraryCapitol
News ServiceAP
PresidentFred A. Seaton
General ManagerRay L. Kozak
Commercial ManagerFred J. Langan
Pgm. Dir., Farm EditorFrederic D. Butcher
Chief EngineerHerbert P. Lavin
News DirectorJames H. Hendricks

KNEX

McPHERSON—1949

Frequency: 1540 Kc.Power: 250 Watts d.
Owned-Operated By ...McPherson Bcstg. Co.
AddressP. O. Box 186
Phone Number1540
Transmitter Location ...2 Mi. So. of McPherson
News ServiceAP
Transcription ServiceCapitol, SESAC
PresidentEwart Mills
General ManagerHenry Dais
Commercial Mgr.Vance Archer
Chief EngineerClaude Hughes
Consulting EngineerTed Heithecker

KPRS

OLATHE—1949

Frequency: 1590 Kc.Power: 1000 Watts d.
Owned-Oper. By Johnson Cty. Bdcstg. Co., Inc.
Address131 E. Park Street
Phone Number1200
Trans. Loca.1 Mi. So. of Olathe
Air Time6 a.m.-Local Sunset
News ServiceAP
Transcription ServiceCapitol
RepresentativeContinental
PresidentL. H. Witherspoon
News Dir., Gen., Sta. Mgr.S. P. Madden

KANSAS

Commercial Manager John M. Henry
 Pgm. Dir., Chief Anncr. ... Wm. T. Sutherland
 Musical Director James V. Wear
 Chief Engineer Daniel Reed

K O F O

OTTAWA—1949

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By Ottawa Bcstg. Co.
 Transmitter Address ... 20th & So. Main Streets
 Phone Number 1045
 Air Time Daytime
 News Service UP
 Transcription Service Capitol
 Pres., Gen. Mgr. J. N. Jobes
 Sta. Mgr., Farm Edit. Herbert M. Jobes
 Prom., Comm. Mgr. Tommy Ruble
 News. Pgm., Prod., Pub. Dir., Chief Anncr. ...
 B. R. Hawley
 Chief Engineer Daniel W. Coltrane
 Consulting Engineer John Mullaney

K L K C

PARSONS—1948

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By Community Bcstg. Co.
 Business-Studio Address 1904 Broadway
 Phone Number 4050
 Air Time Sunrise-Sunset
 News Service AP
 Transcription Service Thesaurus
 President Clyde M. Reed, Jr.
 General Manager Richard C. Scheele
 Program Director Ray Drenner
 Chief Engineer James L. Teats

K O A M

PITTSBURG—1937—NBC

Frequency: 860 Kc. Power: 10,000 Watts d.,
 5,000 n.
 Owned-Oper. By .. The Pittsburg Bcstg. Co., Inc.
 Business Address P. O. Box 603
 Phone Number 2165
 Transmitter Location ... 3½ Mi. E. of Pittsburg
 Air Time 5:45 a.m.-M.
 News Service AP
 Transcription Service World
 Representative John E. Pearson
 Membership NAB
 President E. V. Baxter
 Gen., Sta., Comm. Mgr. R. E. Wrede
 Chief Announcer Lou Martin
 Chief Engineer Leo Stafford

K S E K

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

Trans. Loca. E. Quincy St. (extended)
 Air Time 6:30 a.m.-11 p.m.
 News Service AP
 Transcription Service Standard
 Representative Cooke
 President O. S. Stauffer
 General Manager Thad M. Sandstrom
 Commercial Manager C. W. Stout
 Program Director Ozzie Johnson
 Chief Engineer W. D. Brosseau

K S A L

SALINA—1937—MBS

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Operated By KSAL, Inc.
 Bus.-Studio Address Journal Bldg.
 Phone Number 3701
 Transmitter Location E. Hiway 40
 Air Time Unlimited
 News Service AP
 Transcription Service ... Lang-Worth, Standard
 Representative John E. Pearson
 Membership 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

K J A Y

TOPEKA—1947—LBS

Frequency: 1440 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By S. H. Patterson
 Address 908 Kansas Ave.
 Phone Number 3-1336
 Transmitter Location Lake Linge
 Air Time 6 a.m.-1 a.m.
 News Service INS
 Representative Adam J. Young, Jr.
 Owner, President S. H. Patterson
 General Manager John S. Major
 Commercial Manager Wm. P. Dugdale
 Pgm., Prod. Dir. Eddie Jones
 Pub., Chief Anncr. Craig Lawson
 Sports & News Director Wait Lochman
 Chief Engineer Gale Totten

K T O P

TOPEKA—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Bailey Axton
 Address 314 W. 6th St.
 Phone Number 4-3444
 Transmitter Location North Buchanan
 Air Time Unlimited
 News Service AP
 Representative Ra-Tel
 General Manager Bailey Axton

Sales Promotion Manager . . . Robert N. Coats
 Pgm., Prod. Dir. Jack Warren Ostrode
 Pub., Chief Anncr. News Dir. . . James D. Leek
 Musical Director Charles Christian
 Chief Engineer Willard H. Peterson

WIBW

TOPEKA—1924—CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned By Capper Publications, Inc.
 Operated By Topeka Bcstg. Assn., Inc.
 Business-Studio Address . . . 1035 Topeka Blvd.
 Phone Number 3-2377
 Transmitter Location 7 Mi. W. of Topeka
 Air Time Unlimited
 News Service AP, UP
 Transcription Service . . . Lang-Worth, Standard
 President H. S. Blake
 General-Station Manager . . . Ben Ludy
 Commercial Manager Hilton Hodges
 Prog., Prod. Dir. Maude Carlson
 Publicity Director Allan Young
 Chief Engineer Lewis Dickensheets
 Farm Editor Wes Seyler

WREN

TOPEKA—1927—ABC

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By . . . WREN, Edcstg. Co., 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, BAB
 President R. C. Jackman
 Business Manager Fred L. Conger
 Sales Promotion Manager . . . Gerald K. Barker
 Program Director Max Falkenstein
 Chief Engineer Carl B. Bliesner
 Publicity Director Don Heath
 News Director Allan Franklin

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 Radio Reps. Inc.
 Membership NAB
 Sta., Gen. Mgr. Jack Todd
 Commercial Manager Martin Bass
 Pgm., News 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 6 a.m.-12 M.
 News Service AP, UP
 Transcription Service Standard
 Representative O. L. Taylor Co.
 President O. L. Ted Taylor
 General Manager Archie J. Taylor
 Commercial Manager Dudley Tichenor
 Sales Promotion Manager . . . Russel L. Lowe
 Program Director Vernon E. Reed
 Musical Dir. Raymond Shelley
 Chief Announcer Stan Hagan
 News Director George Gow
 Chief Engineer Ted Heithecker
 Farm Editor Vernon Reed
 Consulting Engineer Earl Cullum

KFBI

WICHITA—1923—ABC

Frequency: 1070 Kc. Power: 10,000 Watts d.:
 1000 Watts n.
 Owned-Operated By KFBI, Inc.
 Business-Studio Address . . . 200 E. First St.
 Phone Number 2-1447
 Trans. Location 5 Mi. No. of Wichita
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Avery-Knodel
 Membership NAB, BAB
 President Howard Lane
 Gen., Sta. Mgr. Hale Bondurant
 Commercial Mgr. D. W. McCoy, Sr.
 Sales Promotion Manager . . . C. Sewell
 Program Dir. Henry Mattison
 Production Director Vic Rugh
 Publicity Director Marie MacDonald
 News Director Bob Gadberry
 Musical Dir. James Carpenter
 Chief Engineer K. W. Pyle
 Farm Editor Lester Weatherwax

KFH

WICHITA—1922—CBS

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Operated By . . . Radio Station KFH Co.
 Business-Studio Address . . . KFH Bldg.
 Phone Number 2-4491
 Transmitter Location RR 3
 Air Time 5:30 a.m.-12:05 a.m.
 News Service AP, UP

KANSAS - KENTUCKY

Transcription Service Lang-Worth
 Representative Edward Petry
 Membership NAB, BAB
 President John Rigby
 Exec. V.P. Marcellus M. Murdock
 General Manager Frank V. Webb
 Comm. Mgr. Robert Hix
 Sales Promotion Manager Ruth Kimbley
 Program Director Thomas Bashaw
 Chief Announcer David M. Wilson
 News Director Bob Arthur, Bob Page
 Musical Director Ruth Carnahan
 Chief Engineer T. L. Kidd
 Farm Editor Bruce Behymer

K W B B

WICHITA—1950

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Oper. By ... Wichita Beacon Bcstg. Co.
 Address 2829 Saina Ave.
 Phone Number 7-1265
 Transcription Service Capitol, Thesaurus
 News Service AP
 President Louis Levand
 General Manager J. Milton Hall
 Program Director Donald Wells
 Chief Engineer Ralph McClellan
 Secy.-Treas. Merritt Winsby

KENTUCKY

*Population 2,944,806—Increase +3.5% ('40-'50)—Radio Homes 678,000
 Families 718,240—Stations in State 41*

W C M I

ASHLAND—1935—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By ... Ashland Bdcstg. Co., Inc.
 Address 120 20th Street
 Phone Number 3010
 Trans. Location 48th & Clay Streets
 Air Time 6 a.m.-12 M.
 News Service UP
 Trans. Service World, Thesaurus
 Representative John E. Pearson
 Membership NAB, BAB
 President Gilmore N. Nunn
 Comm., Gen. Mgr. Charles C. Warren
 Ass't. Sales Prom. Mgr. Whitney R. Martin
 Pgm., Prod., News Dir. George Marshall
 Traffic Manager Ed Paulin
 Mus. Dir., Farm Editor James Bryne
 Chief Engineer Clarence W. Weaver

W K C T

BOWLING GREEN—1947—ABC

Frequency: 930 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By ... Daily News Bdcstg. Co.
 Address Park Row
 Phone Number 2640
 Trans. Location Richardsville Road
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Standard
 Representative J. H. McGillvra Inc.
 President J. Ray Gaines
 Sta., Gen. Mgr. Al Temple
 Commercial Manager Houston Griffin
 Prod., Pgm., Chief Anncr. Dee Huddleston
 Prom. Mgr., Pub. Dir. Mrs. Audrey Jackson
 News Director Al Temple

Chief Engineer Jack Hendricks
 Farm Editor Clem Cockerel

W L B J

BOWLING GREEN—1940—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By ... Bowling Green Bcstg. Co.
 Address 901 Fairview Ave.
 Phone Number 1340-1
 Air Time 5 a.m.-M.
 News Service AP

NOW THAT
 YOU CAN
 HAVE THE
 BEST,
 WHY BE
 SATISFIED WITH
 LESS?
 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: 1000 Watts d.
 Owned-Oper. By.....South Central Kentucky
 Bcstg. Co., Inc.
 Business-Studio Address....203 E. Main St.
 Phone Number 250
 Transmitter Location... On State Hwy 55. 3/4
 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
 Trans. Location Cumberland Falls Hwy.
 Air Time 6 a.m.-11:15 p.m.
 News Service AP
 Transcription Service Keystone
 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 NumberJuniper 5300
 Transmitter Location..... Eighth & Horton Sts.
 Air Time Daytime
 News Service AP
 Trans. Serv. World, SESAC, Lang-Worth
 Membership NAB, BAB
 Pres., Gen.-Comm. Mgr..... Arthur L. Eilerman
 Sta. Mgr., Pgm., Prom., Dir. Lloyd W. Baldwin
 Prod. Dir., Chief Anncr..... Stephen Crane
 News Director Walter Rehbaum
 Musical Director Earl Jenkins
 Chief Engineer Edd Toleman
 Farm Editor Ray Scott

W H I R

DANVILLE—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By... Commonwealth Bcstg. Corp.
 Address F. O. Box 234
 Phone Number Danville 1230
 Transmitter Location Burgin Road
 Air Time 5:55 a.m.-11 p.m.
 News Service AP
 Transcription Service World
 Representative..... Hal Holman Co.
 Membership NAB, BAB
 Pres., Comm. Mgr..... W. T. Isaac
 V.P., Pgm., News Dir. David B. Highbaugh
 Chief Announcer Hascal Jones
 Chief Engineer..... Henry C. Lovell

W I E L

ELIZABETHTOWN—1950

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.... Elizabethtown Bcstg. Co.
 Address P. O. Box 524
 Phone Number 5151
 Transcription Service.... Associated, World
 News Service UP
 President..... J. W. Hodges
 Gen., Comm. Mgr..... W. J. Harris, Jr.
 Pgm., News Dir..... Wendell Rex Jones
 Prcm. Mgr..... Russ Honeyman
 Chief Engineer..... Thomas Moore Baldwin
 Farm Editor..... Chuck Hardin

W F K Y

FRANKFORT—1945—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By... Frankfort Bcstg. Co., Inc.
 Transmitter Address Ky. Ave. Extended
 Phone Number 2509
 News Service AP
 Transcription Service World
 Representative Colton
 Membership NAB, BMB
 Pres., Gen. Mgr..... W. Wallace Robinson
 Vice-President..... R. B. Hensley
 Program Director T. K. Smith
 Chief Announcer John Vroman
 Secy.-Treas. Mrs. B. G. Norris
 Chief Engineer T. K. Smith

W K A Y

GLASGOW—1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.... Glasgow Bcstg. Co., Inc.
 Transmitter Address Happy Valley Rd.
 Phone Number 598, 632
 News Service UP
 Transcription Service.... World, Standard
 President..... Gordon E. Brown
 Gen., Sta., Comm. Mgr..... Louis Rayburn
 Pgm. Dir., Chief Anncr..... Jack Eversole
 Chief Engineer..... C. H. Hulse

KENTUCKY

WHLN

HARLAN—1941—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Blanford Radio Co., Inc.
Address: S. Main St.
Phone Number: 625-6
Air Time: 6 a.m.-11:15 p.m.
News Service: AP
Transcription Service: SESAC
Representative: Burn-Smith
Membership: NAB
President, Gen.-Station Mgr.: R. B. Helms
Comm., Prom. Mgr., Pgm. Dir.: J. T. Morgan
Sports Director: Murry Woroner
News Director: Bob Porter
Chief Engineer: J. Francke Fox, Jr.

WKIC

HAZARD—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: BMG Bcstg. Corp.
Phone Number: Main 720
Transmitter Location: N. Main St.
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: World
Representative: Thomas F. Clark Co.
President, General Manager: Fred E. Bullard
Comm., Prom. Mgr., Pub. Dir.: H. R. Dunbar
Station Manager: Richard H. Goodlette
Chief Engineer: James C. French
Pgm., News Dir.: Charles W. Metcalf
Chief Announcer: Leslie H. Lamb

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
News Service: UP
Transcription Service: World
Representative: Sears & Ayers
Pres., Gen., Sta. Mgr.: Hecht S. Lackey
Local Comm., Mgr.: Ewing Graham
Program Director: Martin E. Schaeffer
Chief Engineer: Vernon R. Nunn
Mus. Dir., Farm Edit.: Bob Cleveland

WHOP

HOPKINSVILLE—1940—CBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Hopkinsville Bcstg. Co., Inc.
Business Address: P. O. Box 539
Phone Number: 1025
Studio-Transmitter Location: Cadiz Rd.
Air Time: 5 a.m.-M.
News Service: UP
Transcription Service: Lang-Worth
Representative: Sears & Ayer
Membership: NAB

Pres., Gen., Sta. Mgr.: F. E. Lackey
Commercial Manager: Katherine Peden
Pgm., Prom. Mgr., Pub. Dir.: Charles Stratton
Production Director: Jack W. Jones
Chief Engineer: William L. Simpson
Chief Announcer: Walter Wilson
Musical Director: Jack W. Jones
News Dir., 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.
News Service: AP
Transcription Service: Lang-Worth, Standard
Representative: Walker
President: E. F. Prichard, Sr.
Gen., Comm. Mgr.: Ted Grizzard
Program Director: Jack Brooks
Chief Engineer: Bill Yount

WLAP

LEXINGTON—1922—ABC

Frequency: 630 Kc. Power: 5000 Watts d.,
1000 n.
Owned-Operated By: American Bcstg. Corp.
(Not ABC)
Business-Studio Address: Radio Bldg.
Phone Number: 3-2727
Transmitter Location: Russell Cave Rd.
Air Time: 5:30 a.m.-12 M.
News Service: UP
Representative: John E. Pearson
Membership: NAB, BMB
President: Gilmore N. Nunn
General Manager: J. E. Willis
Assistant Manager: Miller Welch
Publicity Director: Joe DeLong
Program Director: Henry Allin
Technical Supervisor: Henry C. Lockler
News Director: Sue Fenimore
Musical Director: Dave Parry

WLEX

LEXINGTON—1946

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Central Ky. Bcstg. Co.
Business Address: P. O. Box 985
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

WAVE

LOUISVILLE—1933—NBC

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By WAVE, Inc.
 Business Address 334 E. Broadway
 Phone Number Wabash 2201
 Transmitter Location Hamburg Pike
 Air Time 5 a.m.-M.
 News Service AP, INS
 Transcription Service Thesaurus, Lang-Worth
 Representative Free & Peters
 Membership NAB
 President George W. Norton, Jr.
 General-Station Manager Nathan Lord
 Commercial Manager La Velle Waltman
 Sales Prom. Mgr., Pub. Dir. Robert Elderman
 Program Director George Patterson
 Production Director William Hoddapp
 Chief Engineer Wilbur Hudson
 News Director James Caldwell
 Musical Director Earle Kecker

WGRC

LOUISVILLE—1936—MBS

Frequency: 790 Kc. Power: 5000 d. 1000 n.
 Owned-Operated By Northside Bcastg. Corp.
 Bus. Studio Address Ky. Home Life Bcastg.
 Phone Number Wabash 8871
 Transmitter Location Jeffersontown
 News Service UP
 Transcription Service Lang-Worth, Standard
 Representative Walker
 Membership NAB
 Pres., Comm. Mgr. J. Porter Smith
 Sta., Gen. Mgr. Charles L. Harris
 Pgm., Prod. Dir. Ward Hatcher
 Prom., Pub. Dir. L. Doc Cassidy
 Chief Engineer Perry Esten
 Chief Announcer Jerry Fordyce
 News Director Jack Donnell
 Farm Editor C. M. East

WHAS

LOUISVILLE—1922—CBS

Frequency: 840 Kc. Power: 50,000 Watts
 Owned-Oper. By WHAS, Inc.
 Address 525 W. Broadway
 Phone Number WABash 2211
 Trans. Location Eastwood, Ky.
 News Service AP, UP
 Transcription Service Associated
 Representative Edward Petry & Co.
 Membership NAB
 President Barry Bingham
 Director Victor A. Sholis
 Sales Director Neil D. Cline
 Sales Prom. Mgr., Pub. Dir. R. W. Hughes
 Program Director Harold C. Fair
 Production Director William O. Aldridge
 Chief Announcer Paul A. Clark
 News Director Richard Oberlin
 Chief Engineer Orrin W. Towner
 Farm Editor Frank Cooley

WINN

LOUISVILLE—1940

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Kentucky Bcastg. Corp., Inc.
 Bus. Studio-Transmitter Address Earle Hotel
 Phone Number WABash 5148
 Air Time 6:15 a.m.-1 a.m.
 News Service UP
 Trans. Service World, MacGregor
 Representative The Taylor Co.
 Membership NAB
 Pres., Gen. Sta. Mgr. Harry McTigue
 Commercial Manager Chas. A. Schacht, Jr.
 Program Director M. Katherine McCarten
 Production Director George Partridge
 Publicity Director Helen E. Roberts
 Chief Announcer Jim McIntyre
 News Director Neil Savage
 Chief Engineer Melvin Scarsdale
 Musical Director Claude Fraul
 Farm Editor S. Hanscher

WKLO

LOUISVILLE—1948—ABC

Frequency: 1080 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By Mid-America Bcastg. 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
 Sta., Gen. Mgr. Joe Eaton
 Commercial Manager Tom Underwood
 Program Director Russell J. Pirkey
 Production Director W. G. Bortorff
 Publicity News Director Jean Clos
 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 Standard
 Representative Burn-Smith
 Membership AIMS
 President, Treasurer F. Eugene Sandford
 V.P.-Station Manager Edwin E. S. Weldon
 V.P.-Operations S. A. Cisler
 Commercial Manager W. S. Luckenbill
 Program Director David Wilburn
 News Director George Stratton
 Chief Engineer Nolan Pontrich

. . . **KENTUCKY** . . .

W L O U

LOUISVILLE—1948

Frequency: 1350 Kc. Power: 1000 Watts d.
Owned-Operated By Louisville Bcstg. Co.
Trans. Bus.-Studio Add. 2549 S. Third St.
Phone Number Calhoun 3680-89
Air Time Daytime
News Service UP
Transcription Service Capitol
Representative Sears & Ayer, Inc.
Membership NAB, BAB
Pres., Gen., Comm. Mgr. . . Mrs. J. E. Messervy
News, Prod., Pgm. Dir., Oper. Mgr. . . Lee Smith
Chief Engineer Steve Dawson

W F M W

MADISONVILLE—1949—LBS

Frequency: 730 Kc. Power: 250 Watts d.
Owned-Oper. By Messenger Bdctsg. Co., Inc.
Address Box 387
Phone Number 1885
Trans. Location Hwyg 41-E
Air Time Sunrise-Sunset
News Service AP, UP
Trans. Service Capitol, World, Standard
President Edgar Arnold, Sr.
Sta., Gen. Mgr. H. W. Wells
Prom., Comm. Mgr. Elmer L. Kelley, Jr.
Program Director Richard T. Harris
Chief Announcer John T. Gatlin
News Director Edgar Arnold, Jr.
Chief Engineer Evers Mick
Farm Editor Ernest Claytor

W K T M

MAYFIELD—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Oper. By Mayfield Bcstg. Co.
Phone Number 46
Studio Address Mayfield Hotel
Transmitter Location Fancy Farm Hwyg.
Air Time Sunrise-sunset
News Service UP
Transcription Service Lang-Worth
Representative Sears & Ayer
Membership NAB
President Frank Evens
General Manager Pierce Lackey
Gen., Sta., Comm. Mgr. Wayne Morgan
Sales Promotion Manager Edwin Morrow
Program Director Margaret Dowdy
Pub., News Dir., Farm Editor J. B. Fowler
Chief Engineer Joseph M. Hargrove
Chief Announcer Jack Neely

W N G O

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, Hwyg.
No. 45, Paducah Rd.

Air Time 5:30 a.m.-local sunset
News Service AP
Transcription Service Capitol
Representative Friedenberg
President Rev. H. M. Suthard
General Mgr. Boyce Swann
Pgm. Dir., Prom. Mgr. J. B. Fowler
Chief Engineer Eural Wadlington

W F T M

MAYSVILLE—1947

Frequency: 1240 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 Director Gene Waters
Chief Announcer Harold R. Sagraves
Musical Director Louise Carter
Chief Engineer Harvey Cross

W M I K

MIDDLEBORO—1948

Frequency: 560 Kc. Power: 500 Watts d.
Owned-Oper. By Tri-State Bcstg. Co., Inc.
Phone Number 980
Representative Holman
Transcription Service World
News Service AP
President Dr. U. G. Brummet
General Manager H. Webster Taylor
Comm., Prom. Mgr. Maurice K. Henry
Chief Engineer Tal England

W N B S

MURRAY—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Murray Bcstg. Co.
Address P. O. Box 548
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
Comm., Prom. Mgr., Prog. Dir. Troy W. Glidwell
Chief Engineer John Latham

W N O P

NEWPORT—1948—LBS

Frequency: 740 Kc. Power: 1000 Watts d.

KENTUCKY

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 Rolles
News, Pgm. Dir., Chief Anncr.....Doug Nunn
Commercial Manager.....Robert W. Frigge
Chief Engineer.....Elmer C. Drake
Musical Director.....Robert Stuart

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.....3-1558
Studio-Transmitter Location.....Byers Ave. &
Livermore Rd.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Burn-Smith
Membership.....NAB, KBA
President.....Lawrence W. Hager
Gen.-Sta. Mgr.....Hugh O. Potter
Program Director.....Cliffordean Potter
Musical Director.....Cliffordean Potter
Chief Engineer.....Harold I. Peters

W V J S

OWENSBORO—1947

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By.....Owensboro On The Air, Inc.
Business-Studio Address.....324 Allen St.
Phone Number.....3-3521, 3-3522
Transmitter Location.....Hwy. 60 W.
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....World
Representative.....William G. Rambeau
President.....V. J. Steele
V.P., Gen., Sta. Mgr.....Malcolm Greep
Asst. Gen., Comm. Mgr.....John T. Rutledge
Sales Prom. Mgr.....Leola C. Hayden
News, Pgm. Dir.....Larry Adams
Production Dir.....Charles Steele
Chief Engineer.....Robert Earl Jagoe

W K Y B

PADUCAH—1946—MBS

Frequency 570 Kc.Power: 1000 Watts d.,
500 n.
Owned-Oper. By.....Paducah Newspapers, Inc.
Business-Studio Address.....504 Kentucky Ave.
Phone Number.....800
Trans. Loca.....4 Mi. SE of City on U. S. 45
Air Time.....6 a.m.-12 M.

News Service.....AP
Trans. Serv.....Standard, Associated, Capitol
Representative.....RaTel
Membership.....NAB, BAB
President.....Edwin J. Paxton, Sr.
Gen., Sta. Mgr.....E. J. Paxton, Jr.
Pub. Dir., Bus. Sales Prom. Mgr. S. Livingston
Program Dir.....Zack Hill
Chief Announcer.....J. E. English, III
Musical Director.....Lois Cooper
Chief Engineer.....C. G. Sims

W P A D

PADUCAH—1930—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Paducah Bdcstg. Co., Inc.
Address.....4th & Bway—Taylor Bldg.
Phone Number.....4100
Transmitter Location.....1600 North 8th
Air Time.....5 a.m.-12 M.
News Service.....UP
Trans. Serv.....Lang-Worth & World
Representative.....Sears & Ayer
Membership.....NAB, BAB
President.....Pierce E. Lackey
General Manager.....Prewitt Lackey
Sta. Mgr., News Dir., Chief Anncr., Pgm. Dir.
Ray Mofield
Comm., Sales Prom. Mgr.....Linn Wolff
Production Director.....Bill Bloss
Publicity Director.....Jane Jones
Musical Director.....Jim Youngblood
Chief Engineer.....U. C. Morris
Farm Editor.....Joe Saxon

W S I P

PAINTSVILLE—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....W. Howes Meade
Address.....Paintsville
Phone Number.....1196
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

W L S I

PIKEVILLE—1949

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cumberland Pub. Co.
Address.....Pikeville
Phone Number.....161
News Service.....UP
Transcription Service.....Lang-Worth
President.....W. J. Ward
Gen., Prom. Mgr., Pgm. Dir.....Meyer Layman
Station Manager.....Frank Knutti
Commercial Mgr.....John Ward
Chief Engineer.....Guy N. Ferrell

KENTUCKY-LOUISIANA

WPKE

PIKEVILLE—1949—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By E. Ky. Bdcstg. Corp.
 Address Peach Orchard Rd.
 Phone Number 1280
 News Service AP
 Transcription Service Standard
 Membership NAB, BAB
 President Mr. Thadeus Scott
 Gen. Mgr., Pgm. Dir. Jake Shubinski
 Comm. Mgr., Pub. Dir. Edward Damson
 Chief Anncr., News Dir., Chief Eng.
 William J. Hart, Jr.

WPKY

PRINCETON—1950

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By Princeton Bcstg. Co.
 Address U. S. Highway 62
 News Service AP
 Sta., Gen. Mgr. Leslie Goodaker
 Program Dir. Mrs. Leslie Goodaker
 Chief Announcer Wilburn Wilson
 Chief Engineer Marvin Mahoney

WSFC

SOMERSET—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Southeastern Bcstg. Corp.
 Address P. O. Box 526
 Transmitter Address Stanford Pike
 Phone Number 907-8
 News Service AP
 Transcription Service World
 Representative Helen Wood Colton
 Membership NAB
 President Alonzo Carter
 Gen., Sta. Mgr. Mike Layman

Commercial Manager Donald Orwin
 Program Director John A. Hartnet
 Chief Engineer Ralph F. Denton

W M T C

VANCLEVE—1948

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Kentucky Mt. Holiness Assn.
 Bus.-Studio-Transmitter Address Vanclave
 Phone Number 3
 Air Time Daytime
 Transmitter Location Mt. Carmel Rd.
 News Service AP
 Transcription Service World
 Representative Continental
 President Dr. Lela G. McConnell
 General-Station-Comm. Mgr. Wilfred Fisher
 Program Director Violet Person
 Production Dir., Chief Announcer Louis Bouck
 Musical Director Rachel Picazo
 Chief Engineer M. E. Picazo

W V L K

VERSAILLES—1947—MBS

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Operated By Bluegrass Bcstg. Co.
 Bus.-Studio Address 218 E. Main St.
 Phone No. Versailles 654; Lexington 2-7177
 Transmitter Location Leestown & Yarnalton-
 Ironworks Rds., Fayette Co.
 News Service AP
 Transcription Service SESAC
 Representative Burn-Smith, Inc.
 President A. B. Chandler
 General Manager Donald J. Horton
 Commercial Mgr. Lynn E. Knox
 Pub., Pgm. Dir. O. C. Halvord, Jr.
 Chief Announcer Ray Holbrook
 Chief Engineer Paul Dunbar
 Farm Editor Bud McClain

LOUISIANA

*Population 2,683,516—Increase +13.5% ('40-'50)—Radio Homes 565,050
 Families 670,880—Stations in State 41*

K R O F

ABBEVILLE—1948

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By Abbeville Bcstg. Serv. Inc.
 Business Address P. O. Box 620
 Phone Number 90
 Studio-Transmitter Location Abbeville-
 LaFayette Hwy., U. S. 157
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service World
 Membership NAB

Secy.-Treas. Gen., Sta., Comm. Mgr.
 George P. Martin
 Program-Publicity Dir. Ebba Lou Martin
 Chief Engineer George P. Martin

K A L B

ALEXANDRIA—1935—ABC

Frequency: 580 Kc. Power: 5,000 Watts d.,
 1,000 Watts n.
 Owned-Oper. By Alexandria Bdcstg. Co., Inc.
 Address Fifth and Johnston
 Phone Number 2-3335

LOUISIANA

Trans. Location 9/10 Mi. SE Pineville
 News Service AP, UP
 Trans. Serv. World, McGregor
 Representative Weed & Co.
 Membership NAB, BAB
 President Walter H. Allen
 Sec.-Treas. T. B. Lanford
 General Manager Willard L. Cobb
 Commercial Manager Walter D. Melson
 Sales Promotion Manager Enid Norred
 News Director Tom Journey
 Chief Announcer Alex Marchand
 Sta., Prod., Pub. Dir. David Kent
 Musical Director Jane Keith
 Chief Engineer Jesse R. Sexton
 Farm Editor Charles Fellers

KSYL

ALEXANDRIA—1947—NBC

Frequency: 1400 Kc. Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By KSYL, Inc.
 Trans. Loca. Address. Bolton Ave., Nr. Hwy
 71 (P. O. Box 1489)
 Air Time 6 a.m.-11:05 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Ra-Tel Representatives, Inc.
 Membership NAB, BAB
 Pres., Prom., Comm. Mgr. Milton Fox
 Vice President Harold M. Wheelahan
 Pgm., Prod. Dir. Bruce Rainey
 Publicity Director Jack McCall
 Chief Anncr., News Dir. Paul Mitchell
 Chief Engineer Raymond S. Schreiber, Jr.
 Farm Editor Jack McCall

KVOB

ALEXANDRIA—1946—MBS

Frequency: 970 Kc. Power: 1000 Watts d.,
 1000 Watts n.
 Owned-Oper. By Central La. Bdcstg. Corp.
 Address 1710 Jackson St.
 Phone Number 20481
 Transmitter Location Old Boyce Road
 News Service AP
 Transcription Service Associated
 Representative J. H. McGillvra Inc.
 President Roy O. Martin
 Prom., Sta., Gen. Mgr., Pub. Dir. V. G. Evans
 Commercial Manager Eleanor Wagner
 Pgm. Dir., Chief Anncr. Dean Durham
 News Director Charles Coughlin
 Chief Engineer John Crawford

KTRY

BASTROP—1948

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Oper. By Morehouse Bcstg. Co., Inc.
 Bus.-Studio Address. 215 S. Washington St.
 Phone Number 1400-01
 Transmitter Location Shelton Road

Air Time Sunrise-local sunset
 News Service AP
 Transcription Service Standard
 Membership NAB, BAB
 President Nathan Bolton
 Gen., Sta. Mgr. Bill Davis
 Commercial Manager G. I. Johnson
 Program Director Gene Presson
 Chief Announcer Jack Stapleton
 Chief Engineer S. E. Eckhardt

WAFB

BATON ROUGE—1948—MBS

Frequency: 1460 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By Modern Bcstg. Co. of Baton
 Rouge, Inc.
 Address 1048 Florida St.
 Phone Number 4-8571
 Transmitter Location College Drive
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service RCA Thesaurus
 Representative Walker
 Membership NAB, BAB
 President Louis S. Prejean
 Gen., Sta. Mgr. T. E. Gibbens
 Commercial Manager John F. Screen
 Pgm., Pub., News Dir. John Ferguson
 Prod. Dir., Chief Anncr. Ralph Burge
 Musical Director Roland Daigre
 Chief Engineer Donald K. Allan
 Farm Editor Gordon Loudon
 Consulting Engineer Guatney & Ray

WIBR

BATON ROUGE—1948—LBS

Frequency: 1300 Kc. Power: 1000 Watts d.,
 1000 Watts n.
 Owned-Oper. By G. T. Owens & O. W. Ware
 Address P. O. Box 1226
 Phone Number 49493
 Transmitter Location 600 Neosha St.
 Air Time 6 a.m.-1 a.m.
 News Service UP
 Trans. Serv. Lang-Worth & Standard
 Representative Donald Cooke
 Membership NAB, BAB
 President G. T. Owens
 Gen., Sta. Mgr. Robert Earle
 Prom., Comm. Mgr. A. B. Netterville, Jr.
 Program Director Scott Erwin
 Production Director Malloy Warren
 Publicity Director Eve Dozier
 Chief Anncr., News Dir. Bernard Zuccaro
 Musical Director Nancy Cullom
 Chief Engineer E. E. Case
 Farm Editor Jay Barnes

WJBO

BATON ROUGE—1934

NBC-LA. NET

Frequency: 1150 Kc. Power: 5000 Watts

LOUISIANA

Owned-Oper. By. Baton Rouge Bcstg. Co., Inc.
Business-Studio Address. 444 Florida St.
Phone Number 2-5271
Transmitter Location. Roosevelt Rd.
Air Time Unlimited
News Service. AP, UP
Transcription Service World
Representative. George P. Hollingsbery
Membership NAB, BAB, LAB
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. Searce
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 3399 Broussard St.
Air Time Unlimited
News Service. AP, INS
Transcription Service Associated
Representative Wm. G. Rambéau
Membership NAB, BAB
President R. F. Cangelosi
General Manager. Earl Smith
Commercial Manager. A. Lamar Simmons
Chief Announcer Herman A. Nelson
News Director Charles Lee Coney
Chief Engineer J. Edward Van Valkenburg

WIKC

BOGALUSA—1947—MBS-LBS-KBS LA. NET

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. I. K. Corkern, Jr.
Business Address Box 811
Phone Number 1906
Studio-Trans. Add. 605 N. Rio Grande St.
News Service AP
Transcription Service World
Membership NAB, LAB
Comm., Gen. Mgr. I. K. Corkern, Jr.
Program Director J. A. Gatewood

KSIG

CROWLEY—1947—LBS LOUISIANA

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Acadia Bcstg. Co.
Bus-Studio Address. 101 N. Parkerson Ave.
Phone Number 1450-1
Transmitter Location Odd Fellow Rd.
News Service AP
Representative. Joseph Hershey McGillvra
Membership NAB
General Manager B. Hillman Bailey, Jr.

Commercial Manager Jay Hoffpauir
Program Director. Freda S. Thomas
News Director Alden Sonnier
Chief Engineer. Clovis L. Bailey

WIHL

HAMMOND 1947—KBS LA. NET

Frequency: 730 Kc. Power: 250 Watts
Owned-Oper. By WIHL Bcstg. Co.
Bus-Studio Add. 205 E. Thomas St.
Phone Number 960-61
Transmitter Location Hammond
Air Time Daytime
News Service AP
Membership LAB
Partner, Gen. Manager F. E. Curnutt
Comm. Mgr. J. K. Ferris
Program Director George R. Bonnell
Chief Announcer. Rick Webb
Chief Engineer. F. E. Curnutt

KCIL

HOUMA—1946—MBS-LBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Charles W. Lamar, Jr.
Business Address P. O. Box 1031
Phone Number 6828
Transmitter Location. Bayou Black Dr.
Studio Address Box 1031
Air Time 5:30 a.m.-11 p.m.
News Service AP
Transcription Service World
Membership NAB, BAB
Gen., Sta. Mgr. Frank Conwell
Commercial Mgr. Joseph S. Strada
Sales Prom. Mgr. Frank King
News Director. Jane Wykoff
Prod., Pgm. Dir. Dick McMullen
Musical Dir. Ovide Davis
Chief Engineer. Donald L. Jones
Consulting Engineer. Dixie B. McKey

KJEF

JENNINGS—1950—LOUISIANA

Frequency: 1290 Kc. Power: 500 Watts d.
Owned-Oper. By. Jennings Bcstg. Co., Inc.
Address P. O. Box 935
Phone Number 1155
Pres., Prom. Mgr. Max J. Thomas
General Manager. Cleve C. Griffin
Commercial Manager. B. Hillman Bailey, Jr.
Program Director. Clovis L. Bailey
Chief Engineer. Edgar E. Barton, Jr.
News Director. Alden C. Sonnier
Farm Editor. G. L. Newman

KLFY

LAFAYETTE—1950

Frequency: 1390 Kc. Power: 500 Watts d.
Owned-Oper. By. Camellia Bcstg. Co.
Address. P. O. Box 367

LOUISIANA

Phone Number4211
Transcription ServiceStandard
News ServiceUP
President.....Paul H. De Clonet
General Manager.....Stanley G. Young
Commercial Manager.....J. W. Coocoran
Pgm., News, Farm Dir.....Brooks Read
Promotion Manager.....Mildred R. Bland
Chief Engineer.....William H. Bland, Jr.

KVOL

LAFAYETTE—1935—NBC

Frequency: 1330 Kc.Power: 1000 Watts
Owned-Oper. By...Evangeline Bcstg. Co., Inc.
Business-Studio Address...519 S. Buchanan St.
Phone Number.....5111-2
Transmitter Location.....Scott Rd.
Air Time.....6 a.m.-11 p.m.
News ServiceAP
Transcription ServiceThesaurus
RepresentativeMeeker
MembershipNAB, BAB
General Manager.....George H. Thomas
Sta., Prom, Pub. Dir.....Evan H. Hughes
Pgm. Dir., Chief Annrc.....Tommy Pears
Chief Engineer.....Louis Pilcher
Farm EditorAl Terry

KLOU

LAKE CHARLES—1947—CBS

Frequency: 1580 Kc.Power: 1000 Watts
Owned-Oper. By...The Pelican Bcstg. Co., Inc.
Business-Studio Address...134 Clarence St.
Phone Number7277-8
Transmitter Location.....North Lake Charles,
P. O. Box 288
Air TimeUnlimited
News ServiceAP
Transcription ServiceCapitol
RepresentativeWalker
MembershipNAB
President.....H. Vernon Anderson
Comm., Sta. Mgr.....John L. Vath
Publicity Dir.....Lucille Storer
Pgm. Dir., Chief Annrc.....Sid Morse
Musical Dir.....Jerry Barlow
Chief Engineer.....Andrew Vargo

KPLC

LAKE CHARLES—1935
NBC-LA. STATE

Frequency: 1470 Kc.Power: 5600 d.; 1000 n.
Owned-Operated By.....Calcasieu Bcstg. Co.
Business Address.....P. O. Box 1521
Phone Number2713
Transmitter Location ... W. of Lake Charles
Air Time.....5:30 a.m.-M.
News ServiceAP, UP
Transcription ServiceWorld
RepresentativeWeed
President.....T. B. Lanford
Gen., Sta. Mgr.....David Wilson

Commercial Manager.....P. E. Mills, Jr.
Sales Promotion ManagerHester Taylor
Program DirectorRobert P. Thompson
Publicity DirectorMargaret Petty
Production DirectorJim Toth
Chief AnnouncerRobert E. Weimar
Musical DirectorFranklin Whitehead
News DirectorDon Evans
Chief Engineer.....A. B. Craft
Farm EditorJimmy Bacheim

KWSL

LAKE CHARLES—1947—MBS

Frequency: 1400 Kc.Power: 250 Watts
Owned-Oper. By.....Alonzo Stanford Dudley
Address.....1 Mill St.
Phone Number6-1401
News ServiceUP
Transcription ServiceLang-Worth
RepresentativeFriedenberg
General Mgr.....A. Stanford Dudley
Comm., Sales Prom. Mgr... Thomas A. Gresham
Pgm., Prod. Dir.....Roy K. Rhodes
Chief Engineer.....LaVance Carson

KLIC

MONROE—1950—MBS

Frequency: 1230 Kc.Power: 250 Watts
Owned-Oper. ByDr. Frank Cerniglia
AddressStrauss Bldg.
Phone Number.....3518
Transcription ServiceCapitol
News ServiceUP
Pres., Gen., Prom. Mgr... Dr. Frank Cerniglia
Commercial Manager.....Robert Powell
Program Director.....Hiller Hesdorffer
Chief Engineer.....Henry N. Fones
Special Events Dir.....Troy Bland

KMLB

MONROE—1930—ABC-LOUISIANA

Frequency: 1440 Kc.Power: 5000 d.; 1000 n.
Owned-Oper. By....Liner's Bcstg. Station, Inc.
Business Address.....P. O. Box 1723
Phone NumberL. D. 25, 4321-2, 3952
Studio Address.....Francis Hotel
Transmitter Location.....Millhaven Rd.
News ServiceUP
Transcription ServiceWorld
RepresentativeTaylor
MembershipNAB
President.....J. C. Liner, Sr.
Gen., Sta., Comm. Mgr.....Charles Price
Sales Prom. Mgr.....Lawrence Gibbs
Pgm., Pub. Dir.....Marjorie Watson
Chief Engineer.....O. L. Morgan

KNOE

MONROE—1944—NBC—LBS

Frequency: 1390 Kc.Power: 5000 Watts
Owned-Operated By.....James A. Noe

• • • **LOUISIANA** • • •

**Maximum
Audience**

at

**Minimum
Cost**

**WDSU
NEW ORLEANS**

**ABC Affiliate
Represented by
JOHN BLAIR & CO.**

Business-Studio Address.....Bernhardt Bldg.
Phone Number8155
Transmitter Location.....Good Hope Rd.
News ServiceAP
Transcription ServiceAssociated
RepresentativeRa-Tel
MembershipNAB, BAB
PresidentJames A. Noe
General Manager.....Paul H. Goldman
Commercial ManagerLloyd Lenard
Program DirectorIrving Zeidman
Chief Engineer.....William Hyatt

KWCJ

NATCHITOCHES—1947—KBS-LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Natchitoches Bcstg. Co.
Business-Studio Address.....Box 232
Phone Number2353
News ServiceAP
Transcription ServiceLang-Worth
President.....Dr. William H. Pierson
Gen., Comm. Mgr.....Charles L. Planchard
Program Dir.....Kenneth M. Dowty
Chief Engineer.....Carroll G. Crew

KANE

NEW IBERIA—1946—MBS-MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...New Iberia Bcstg. Co.
Phone Number965
Transmitter Location.....1102 W. Main St.
News ServiceUP
Transcription ServiceCapitol
General Manager.....George H. Thomas
Station Manager.....Dierrell Hamm
Prom. Comm. Mgr.....A. Hall Allen
Pgm. Dir., Chief Anncr.Donald Bonin
Chief Engineer.....L. M. Blackmon
Farm EditorKearney Escagne

KVIM

NEW IBERIA—1950

Frequency: 1570 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Queen City Bcstg. Co.
Address.....P. O. Box 50
Phone Number.....2121
Transcription ServiceAssociated
News ServiceINS
President.....George H. DeClouet
Gen., Comm. Mgr.....Richard J. Gregory, Jr.
Program Director.....Val Jensen
Chief Engineer.....William H. Bland

WDSU

NEW ORLEANS—1923—ABC

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 Time6 a.m.-12 M.
News Service.....AP, UP

Trans. Service Associated, World
 Representative John Blair
 Membership NAB
 Partners Edgar B. Stern, Edgar B. Stern, Jr.
 General Manager Robert Swezey
 Commercial Manager Louis Read
 Program Dir. Stanley Holiday
 Prom. Mgr., Pub. Dir. Marion Annenberg
 Musical Director Pete Landemann
 Chief Announcer Gay Batson
 Chief Engineer Lindsey Riddle

W J B W

NEW ORLEANS—1926

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By 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.
 250 Watts n.
 Owned-Operated By Supreme Bcstg Co., Inc.
 Address Jung Hotel, 1500 Canal Street
 Phone Number Canal 0356-0357
 Transmitter Location 1500 Canal St.
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Lang-Worth Associated
 Representative Forjoe & Co.
 Membership NAB, BAB
 President William Cortada
 Gen., Sta. Comm. Mgr. Dr. G. A. Mayoral
 Comm., Sales Prom. Mgr. Henry J. Thiele
 Pgm., Prod. Dir. W. John Bleckley
 Publicity Director George A. Mayoral
 Chief Announcer Robert Murphy
 News Director W. John Bleckley
 Musical Director Catherine Hairston
 Chief Engineer William C. Nevill
 Farm Editor Arden Schnauder

W M R Y

NEW ORLEANS—1950

Frequency: 600 Kc. Power: 500 Watts d.
 Owned-Oper. By Southland Bcstg. Co.
 Address 2107 Dryades St.
 Phone Number Tulane 4841
 Representative Pearson
 News Service UP
 Pres., Managing Dir. Lester Kamin
 Gen., Comm. Mgr. Mort Silverman
 Chief Engineer Vernon E. Bradbury

News Director Malcolm LaPlace
 Asst. Prom. Mgr., Pgm. Dir. Russell E. Olfhaus

W N O E

NEW ORLEANS—1925—MBS

Frequency: 1060 Kc. Power: 50,000 d.; 5000 n.
 Owned-Operated By James A. Noe
 Business-Studio Address St. Charles Hotel
 Phone Number Raymond 0423
 Transmitter Location Belle Chase
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Standard SESAC
 Representative Ra-Tel
 Membership NAB
 Owner James A. Noe
 Pres., Gen., Sta. Mgr. James E. Gordon
 Prom., Comm. Mgr. Winston S. Dustin
 Farm Edit., Pgm. Dir. Beverly Brown
 News Director Bill Monroe
 Production Director Eldon Durand
 Publicity Director Ray Livzza
 Chief Announcer Larry Wilson
 Chief Engineer Albert Bourgeois
 Technical Director William R. Hyatt

W S M B

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

W T P S

NEW ORLEANS—1948—LBS

Frequency: 940 Kc. Power: 1000 d.; 500 n.
 Owned-Oper. By The Times Picayune Pub. Co.
 Business Address 615 North St.
 Phone Number 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 Branham
 Membership NAB
 President L. K. Nicholson
 General Mgr. H. F. Wehrmann
 Commercial Mgr. J. R. O'Meallie
 Program Dir. M. J. Clarke
 Chief Engineer G. W. Deblieux

W W E Z

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

LOUISIANA

News Service AP
Transcription Service Associated
Representative Hollingsbery
President A. L. Chilton
Gen., Comm. Mgr. Joe A. Oswald
Program Dir. Ken Elliott
Chief Engineer Harrison Mondy

W W L

NEW ORLEANS—1922—CBS

Frequency: 870 Kc. Power: 50,000 Watts
Owned-Operated By Loyola University
Address Roosevelt Hotel
Phone Number Raymond 2194-5-6-7
Air Time Unlimited
News Service UP, AP
Transcription Service Standard, World
Representative Katz
Membership NAB, BAB
President Rev. Thomas J. Shields
Gen.-Station Mgr. W. H. Summerville
Comm. Manager Larry Baird
Pub., Prom. Mgr. Bob Tompkins
Prod., Pgm. Dir. E. M. Hoerner
Musical Director I. Vidacovich
Chief Engineer J. D. Bloom, Jr.
Farm Editor George Shannon

K S L O

OPELOUSAS—1947

MBS-LIBERTY-KBS-LA. NET

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
Gen., Sta. Mgr. W. Eugene Jones
Commercial Manager E. E. Peyton
Program Director Byron Davidson
News Director Floyd Cormier
Chief Announcer Floyd Cormier
Chief Engineer Freddie Hebert
Farm Editor Dudley Lastrape, Jr.

K R U S

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 Hw. 80, 2 Mi. W. of
City
Air Time 6 a.m.-M.
News Service UP
Transcription Service Lang-Worth
Membership NAB
President C. E. Faulk, Jr.

General Manager Lloyd A. Goodin
Program Director Kenneth L. Whitaker
Traffic Mgr. Eloise Fowler
Chief Engineer Chester Gillespie

K C I J

SHREVEPORT—1950—LBS

Frequency: 980 Kc. Power: 5000 Watts d.
Owned-Oper. By Southland Bcstg. Co.
Address 710 Milain St.
Phone Number 4-6681
Transcription Service Thesaurus
News Service UP
Pres., Gen. Mgr. Lester Kamin
Comm., Prom. Mgr. James Grant Greer
Program Director Maryland Harriman
Chief Engineer Joel E. Wharton
Station Manager Martin Kersch, Jr.
News Director Marjorie V. Cobb
Farm Editor Morris Twoomey

K E N T

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
Owner, General Manager Frank H. Ford
Commercial Manager Frank H. Ford, Jr.
Sales Prom. Mgr., Pub. Dir. Bill Monroe
Pgm., Prod. Dir. Bob Murray
Musical Director Charlene Pryer
Chief Engineer L. J. Carlson

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
Membership NAB
Manager G. V. Wilson
Station Director W. L. Switzer

K T B S

SHREVEPORT—1929—NBC-TQ

Frequency: 710 Kc. Power: 10,000 Watts d.,
5,000 Watts n.
Owned-Oper. By Radio Station KTBS, Inc.
Address 312 East Kings Hwy
Phone Number 7-3644
Transmitter Location Dixie
Air Time 5 a.m.-12 M.

LOUISIANA-MAINE

News Service AP, UP
 Representative Petry
 Transcription Service SESAC
 President E. Newton Wray
 Gen., Sta. Mgr. C. K. Beaver
 National Sales Manager Dean R. Upson
 Local Sales Manager Chas. F. Whitesides, Jr.
 Pub. Dir., Sales Prom. Mgr. Marie B. Gifford
 Pgm., News Dir. Deane R. Flett
 Musical Director Marjorie Utt
 Chief Engineer C. H. Maddox
 Farm Editor Jack P. Timmons

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, BAB
 President John D. Ewing
 General Manager Henry B. Clay
 Commercial Manager B. G. Robertson
 Prom. Mgr., Pub. Dir. James T. Briggs
 Program Director Horace Logan
 Chief Announcer Frank Page
 News Director Bob Shipley
 Chief Engineer W. E. Antony

MAINE

*Population 913,774—Increase +7.9% ('40-'50)—Radio Homes 228,690
 Families—240,470—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.
 Transmitter Address 160 Bangor St.
 Phone Number 2540-1
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Standard
 Representative Forjoe
 President Faust Couture
 Station Manager Norman G. Gallant
 Program Director Willard H. Blaisdell
 Chief Engineer Robert H. Parker
 Chief Announcer Larry Draper

W R D O

**AUGUSTA—1932—NBC-MAINE
 NERN**

Frequency: 1400 Kc. Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By WRDO, Inc.
 Address 175 Water Street
 Phone Number 2285
 Transmitter Location Chelsea, Me.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service NBC Thesaurus
 Representative Weed, Bannon
 Membership NAB, BAB
 President Adeline B. Rines
 Sta., Gen. Mgr. Jack S. Atwood
 Commercial Manager Donald K. Powers
 Sales Promotion Manager Jack S. Atwood
 Prod., Pgm. Dir. Leslie R. Hubley
 Pub., Chief Anncr. Danny I. Kelly

News Director Frederick Kunte
 Chief Engineer Harold I. Dinsmore
 Farm Editor Linwood Brofee

W A B I

BANGOR—1922—ABC

Frequency: 910 Kc. Power: 5000 Watts
 Owned-Oper. By ... Community Bcstg. Service
 Business-Studio Address 57 State St.
 Phone Number 6446
 Transmitter Location Wilson St., Brewer
 Air Time 6 a.m.-12:05 a.m.
 News Service AP
 Representative Young
 President Horace E. Hildreth
 Gen., Sta. Mgr. Murray Carpenter
 Comm., Sales Prom. Mgr., Leon P. Gorman, Jr.
 Pub., Pgm., Prod. Dir., Farm Editor
 Richard Bronson
 Chief Engineer Walter Dickson

W G U Y

BANGOR—1947—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By .. Guy Gannett Bcstg. Services
 Phone Number 7354
 Studio-Transmitter Location .. 329 Mt. Hope Ave.
 Air Time 6 a.m.-12 M.
 News Service AP
 Representative Paul H. Raymer
 President Guy P. Gannett
 General Manager Lawrence W. Stubbs
 Station Manager Samuel G. Henderson, Jr.
 Commercial Manager Harvey M. Grant
 Program Director Elisabeth A. Kihlmiere
 Chief Engineer Lauris P. MacGown

W L B Z

**BANGOR—1926—NBC-NERN
MAINE**

Maine B'casting System

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, BAB
 President William H. Rines
 Gen., Comm., Sta. Mgr. Edward E. Guernsey
 Program Director Irving S. Hunter
 News Director William Mincher
 Publicity Director George Chapman
 Musical Director Norman Lambert
 Chief Engineer John Wibby
 Farm Editor Jack Brofee

W I D E

BIDDEFORD—1948—MBS-YANKEE

Frequency: 1400 Kc. Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By . . . Biddeford Bdcstg. Corp.

AP SELLS
For Stations and Sponsors —

For instance WLAM

"WLAM carries a total of 87 sponsored AP newscasts weekly, including ten 15-minute programs for women and 14 others on Sports.

"We have just closed a contract with the Oldsmobile, Cadillac and Chevrolet dealers for the only AP newscast we had left—at 10 P.M., seven nights a week.

"Associated Press news programs are the easiest to sell."

FRANK S. HOY,
 General Manager,
WLAM, Lewiston, Me.

Transmitter Location Garfield St., Saco
 Air Time 7 a.m.-11:10 p.m.
 Address 234 Main St.
 Phone Number 4-4566
 News Service UP
 Transcription Service Capitol
 Representative Devney & Co.
 Membership NAB, BAB
 Pres., Gen., Sta. Mgr. Gordon J. Lewis
 Commercial Manager Carl Swanson
 Sales Prom. Mgr. Alden Jacobs
 Pgm., Prod. Dir. Harold Dyer
 Publicity Director Henry Perates
 Chief Announcer Holland Low
 News Director Henry Perates
 Chief Engineer Arthur Deters

W A B M
HOULTON—1950

Frequency: 1340 Kc. Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By Aroostook Bdcstg. Corp.
 Phone Number 2257
 Trans. Loca. Address 1340 North Rd.
 Air Time 5:55 a.m.-11:15 p.m.
 News Service AP
 President Harry E. Umphrey
 General Manager Harold D. Glidden
 Station Manager Alberic E. Mercier
 Commercial Manager Scott Savell
 Pgm. Dir., Farm Editor Ted Coffin
 Chief Announcer Morgan Brown
 News Director Ralph Barrett
 Chief Engineer Robert W. MacIntosh

W C O U

LEWISTON—1938—MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Twin City Bcstg. Co., Inc.
 Business-Studio Address 223 Lisbon St.
 Phone Number 4-6921
 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
 Pgm., Prod., Pub. Dir. Herb Fontaine
 Chief Announcer Norman Card
 Musical Dir. Marion Payne Louistell
 Chief Engineer Donald Mason
 Farm Editor Harold Alberghini

W L A M

LEWISTON—1947—ABC

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Oper. By Lewiston-Auburn Bcstg.
 Corp.
 Business-Studio Address 129 Lisbon St.
 Phone Number 4-5401
 Transmitter Location Oakdale, Auburn
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Capitol

Representative Everett-McKinney,
Kettell-Carter
Membership NAB, BAB
President, Station Mgr. Elden H. Shute, Jr.
General Manager Frank S. Hoy
Comm., Sales Prom. Mgr. Gerald T. Higgins
Program Director William Finkeldey
Production Director Norman McKinstry
Musical Director Bert Cote
News Director F. Parker Hoy
Chief Engineer Leslie R. Hall
Farm Editor Charles Eastman

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
President Adeline B. Rines
General Manager William H. Rines
Station Manager Linwood T. Pitman
Commercial Manager Albert W. Smith
Prod., Pgm. Dir. Arthur Owens
Musical Director Norman Ayres
Chief Engineer Daniel B. Smith
Farm Editor Linwood H. Brofee
News Director William F. McCrary

W G A N

PORTLAND—1938—CBS-NERN

Frequency: 560 Kc. Power: 5000 Watts
Owned-Oper. By Guy Gannett Bcstg. Services
Business-Studio Address 390 Congress St.
Phone Number 2-7423
Transmitter Location Riverton
Air Time 6 a.m.-12:05 a.m.
News Service AP, UP
Transcription Service Lang-Worth
Representative Paul H. Raymer
President Guy P. Gannett
General Manager Creighton E. Gatchell
Commercial Manager Arthur K. Atherton
Sales Representative Richard E. Bates
Pgm., Pub. Dir. Francis H. Farnum, Jr.
Chief Anncr., News Dir. Russell A. Dorr
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
News Service AP
Transcription Service Associated
Representative Forjoe, Borgatti

President John Bayburt
Gen. Comm. Mgr. Abbott Smith
Station Manager Donald J. Curran
Chief Announcer Dick Smith
Chief Engineer Horace Ruiz

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 6:30 a.m.-12 M.
News Service AP
Transcription Service Standard
Representative Everett-McKinney
Kettell-Carter

Membership NAB, BAB
Pres., Sta., Gen. Mgr. Harold H. Meyer
Commercial Manager William J. Mullen
Sales Prom. Mgr. Anne Bradford
Pgm., Prod. Dir. Raymond Mercier
Chief Anncr., News Dir., Mus. Dir.
S. Blake Ellis
Chief Engineer Roger L. Perry

W A G M

PRESQUE ISLE—1931—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Aroostook Bcstg. Corp.
Business-Studio Address 180 State St., W.
Phone Number 8821
Transmitter Location U. S. Route 1
Air Time 5:55 a.m.-11:15 p.m.
News Service AP
Transcription Service Thesaurus
Representative Continental
President Harry E. Umphrey
General Manager Harold D. Glidden
Commercial Manager Forrest Craig
Farm Edit., Pub., Pgm. Dir. Ted Coffin
Chief Announcer Dick Marshall
Chief Engineer Lester E. Hughes
News Director Ralph Barrett
Musical Director Clayton Smith

W T V L

WATERVILLE—1946—ABC-NERN

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Kennebec Bcstg. Co.
Business-Studio Address 36 Silver St.
Phone Number 2700-1
Transmitter Location Winslow
Air Time 6:28 a.m.-M
News Service AP
Transcription Service Standard
Representative Everett-McKinney, Kettell-Carter
Membership NAB
Pres., Gen.-Station Mgr. Carleton D. Brown
Comm.-Sales Prom. Mgr. Harold L. Vigue
Pgm., News Dir., Chief Anncr. Paul Huber
Chief Engineer Donald H. Sutherland
Farm Editor Paul Willey

Think . . .

ABOUT PROGRAMMING

WBAL is affiliated with NBC. *Think* what that means in programming. Besides NBC's Big Shows . . . WBAL's fine local programs . . . with people like Al Ross, Galen Fromme and many others . . . make WBAL the BIG station.

ABOUT POWER

WBAL is the only station in Maryland with 50,000 watts. *Think* what that means in coverage. Besides the rich Baltimore and State of Maryland territory . . . WBAL is the BIG station for a great part of the middle Atlantic states.

ABOUT MERCHANDISING

WBAL boasts a complete promotion and merchandising department. *Think* what that means in selling. There's a direct tie-up with your product and WBAL . . . at the point of sale.



50,000 Watts

THINK OF WBAL **RADIO BALTIMORE**
NBC Affiliate

When Trying to Reach Maryland and the Rich Middle Atlantic States

Nationally represented by Edward Petry and Co.

MARYLAND

Population 2,343,001—Increase +28.6% ('40-'50)—Radio Homes 574,940
600,770 Families—Stations in State 23

WANN

ANNAPOLIS—1946

Frequency: 1190 Kc. Power: 1000 Watts d.
Owned-Operated By... Annapolis Bcstg. Corp.
Business-Studio Address... 25 School St.,
P. O. Box 749
Phone Number... Annapolis 2500
Transmitter Location... Bay Ridge Rd.
Air Time... Local sunrise-local sunset
News Service... UP
President, General Mgr... Morris H. Blum
Station-Commercial Mgr... Thomas S. Carr

WASL

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 Hqts.
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

WNAV

ANNAPOLIS—1949—LIBERTY

Frequency: 1430 Kc. Power: 500 Watts d.
500 Watts n.
Owned-Oper. By... The Capital Bcstg. Co.
Trans. Loca. Add... P. O. Box 829, Admiral's
Dr., Admiral Hqts.
Phone Number... 2639, 2630, 7766
Air Time... 6 a.m.-12 M.
News Service... AP, Transradio
Transcription Service... Capitol & Associated
Representative... McGillvra, Inc.
President... Albert H. MacCarthy
Sta., Gen. Mgr... H. Philip Nesbitt
Commercial Manager... Wm. T. O'Connor
Sales Promotion Manager... Ken Quortin
Program Director... Harrison Eagles
Production Director... Patricia Dugan
Publicity Director... Tom Christian
Chief Anncr., News Dir... Joseph Powers
Chief Engineer... Paul C. Jones
Farm Editor... Joseph Powers

WBAL

BALTIMORE—1925—NBC

Frequency: 1090 Kc. Power: 50,000 Watts d.
50,000 Watts n.
Owned-Operated By... Hearst Radio, Inc.

Address... 2610 North Charles St.
Phone Number... Hopkins 3000
Trans. Loca... Winans Rd., Randallstown
Air Time... Unlimited
News Service... AP, INS, UP
Transcription Service... Associated
Representative... Edward Petry & Co., Inc.
President... Charles B. McCabe
V.P., & Gen. Mgr... Tom A. Brooks
V.P., & Sta. Mgr... Harold C. Burke
V.P., (Engineering)... John Wilner
Bus. Manager... D. L. Provost
Commercial Manager... Leslie H. Peard, Jr.
Production Manager... William Rock
Publicity Director... Tom White
Chief Engineer... William C. Bareham
Chief Announcer... Walter Linthicum
News Director... Galen Fromme
Farm Director... William Rock

(See Page 455)

WBMD

BALTIMORE—1947—LBS

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—CBS

Frequency: 600 Kc. Power: 5000 Watts
Owned-Oper. By... Monumental Radio Co.
Business-Studio Address... 1102 N. Charles St.
Phone Number... Mulberry 0600-1-2-3-4
Transmitter Location... Park Hqts. Ave.
Air Time... Unlimited
News Service... AP
Transcription Service... World
Representative... Paul H. Raymer
Membership... NAB, BAB
President... Lewis M. Milbourne
Exec. V.P., Gen. Mgr... L. W. Milbourne
Chge. Nat'l. Sales... Robert M. Richmond
Program Dir... George L. Filling
Chief Announcer... Charles W. Purcell
News Director... William F. Conhurst
Chief Engineer... Martin L. Jones

W C B M

BALTIMORE—1924—MBS

Frequency: 680 Kc. Power: 10,000 d.; 5000 n.
 Owned-Oper. By.....Baltimore Bcstg. Corp.
 Bus.-Studio Address...Harford & North Aves.
 Phone Number.....Belmont 8400
 Transmitter LocationPainters Mill Rd.,
 Owings Mills
 Air Time6 a.m.-12 M.
 News Service.....UP, INS
 RepresentativeWeed
 MembershipNAB
 President, Comm. Manager.....John Elmer
 Gen., Asst. Mgr., Pgm., News Dir. G. H. Roeder
 Chief Engineer.....G. Porter Houston

W F B R

BALTIMORE—1922—ABC

Frequency: 1300 Kc. Power: 5000 Watts d.,
 5000 Watts n.
 Owned-Oper. By ..The Baltimore Radio Show,
 Inc.
 Address10 E. No. Ave.
 Phone NumberMulberry 1300
 Transmitter Location701 Waterview Ave.
 Air TimeUnlimited

News ServiceAP, UP
 Transcription ServiceWorld
 RepresentativeJohn Blair & Co.
 PresidentRobert S. Maslin
 V.P., Gen. Mgr.John E. Surrick
 V.P., & TreasurerJ. H. L. Trautfelter
 Dir. of Sales, Comm. Mgr.Wm. S. Pirie, Jr.
 Sales Promotion Manager ...William B. Roche
 Prod., Pgm. Dir.Bert Hanauer
 Publicity DirectorRobert S. Maslin, Jr.
 Chief AnnouncerHenry Hickman
 News DirectorJohn M. Alderson
 Musical DirectorJoseph Imbroglio
 Chief EngineerWilliam Q. Ranft

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 LocationEssex
 Air TimeSunrise-sunset
 News ServiceAP
 PresidentRichard Eaton
 General ManagerAlbert R. Lanphear
 Promotion Mgr.....Helen Wherley
 Chief EngineerLeroy Reckling

**MORE POWER FOR US means
 MORE SELLING POWER FOR YOU
 NOW**

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.

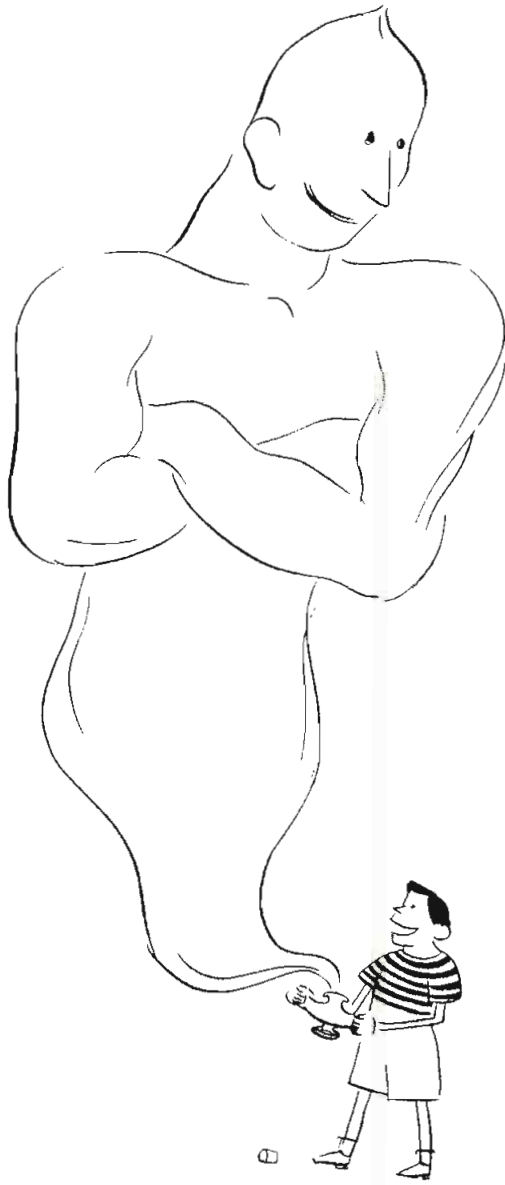
Baltimore's Listening Habit

WCBM

Mutual Broadcasting System

John Elmer, *President*
 George H. Roeder,
General Manager

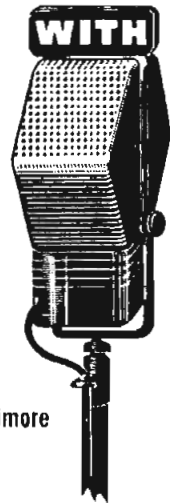
Exclusive National Representatives
WEED & COMPANY
 New York, Chicago, Boston, Detroit,
 Atlanta, Hollywood, San Francisco



You get a lot for a little*

See your Headley-Reed man today for the whole W-I-T-H story

* More families-per-dollar than any Radio or TV station in Baltimore



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
Musical Director... Anna Ray Suter
Chief Engineer... James S. Duff

WWIN
BALTIMORE—1951

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Belvedere Bcstg. Co.
Address... 5740 Reisterstown Rd.
Phone Number... Mohawk 4400
Transcription Service... Associated
President... Thomas F. McNulty
Commercial Manager... Beatrice Y. Jarrett
Program Director... Lenore Feldman
Chief Engineer... H. A. Kemp

WBCC
BETHESDA—1947—MET. NET

Frequency: 1120 Kc. Power: 250 Watts d.
Owned-Oper. By... Broadcast Management, Inc.
Business-Studio Address... 5 Wilson Lane
Transmitter Location... Kenwood Country Club
News Service... UP
Transcription Service... Lang-Worth, Associated
Representative... Ind. Met. Sales
Membership... NAB
President... Willard D. Egolf
Sales Agents... Bethesda Newspapers, Inc.
(c/o Comm. Mgr.—WBCC)
Pgm., Musical Dir... Grace Campbell Egolf
Farm Edit., Chief Anncr... Carl Robinson
Chief Engineer... Donald Herr
News Director... John Parker

WCEM
CAMBRIDGE—1947—MBS

Frequency: 1240 Kc. Power: 100 Watts
Owned-Oper. By... The Shore Bcstg Co.
Bus.-Studio Address... P. O. Box 333
Transmitter Location... N. E. Corner Bay
St. & Queen Ann Ave.
News Service... UP
Transcription Service... Thesaurus
Membership... NAB
President... John W. Downing
General Manager... Charles J. Truitt
Sta., Comm. Mgr... James H. Wood
Chief Anncr., Pgm Dir... Edward H. Brigham
Chief Engineer... Jerrold P. Merritt

WCUM
CUMBERLAND—1948—CBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... The Tower Realty Co.
Transmitter Add... Wm. Rd. P. O. Box 360
Phone Number... 5400-1
Air Time... 6:30 a.m.-11:35 p.m.
News Service... AP
Transcription Service... Thesaurus
Representative... Mesker
Membership... NAB
President... Karl F. Steinmann
Acting Gen. Mgr., Pgm. Dir... M. Campbell, Jr.
Commercial Manager... Roy S. Knotts
News Director... Lawrence Merritt
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... Cumberland
Air Time... 6 a.m.-12:05 a.m.
News Service... AP, UP
Sta., Comm., Prom. Mgr... Aurelia S. Becker
Chief Announcer... William Loy
Chief Engineer... John Ridgeway

WDYK
CUMBERLAND—1949—ABC—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Richard A. Raese
Trans. Loca. Add... 450 Byrd Avenue
Phone Number... 5001
Air Time... 6 a.m.-1 a.m.
News Service... AP, Sports Wire
Representative... Radio Representatives, Inc.
Pres., Gen. Mgr... Richard A. Raese
Sta. Com. Mgr... George J. Kapel
Program Director... William A. Vaughn
Publicity Director... Phil Wilson
News Director... Sid Darion
Musical Director... Tom Fallon
Chief Engineer... Edmund N. Sepe

WFMD
FREDERICK—1936—CBS

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By... Monocacy Bcstg. Co.
Business-Studio Address... E. Church St.
Phone Number... 1626
Transmitter Location... Jagerstown Turnpike
Air Time... 6 a.m.-12:05 a.m.
News Service... AP
Transcription Service... World
President... Laurence Leonard
General Manager... James W. Robertson
Commercial Manager... William Hardy
Program Director... Evelyn Leonard
Chief Engineer... James W. Robertson

WARK

HAGERSTOWN—1947—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: United Bcstg. Co., Inc.
 Business-Studio Address: 128 S. Prospect St.
 Phone Number: 4500
 Transmitter Location: Commonwealth Rd.
 Air Time: 6 a.m.-M.
 News Service: AP
 Membership: NAB
 President: Richard Eaton
 Managing Director: Albert R. Lanphear
 General Manager: Samuel E. Phillips, Jr.
 Prog. Dir., Farm Editor: Hunter Reams
 Publicity Director: Joanne Haugh
 Chief Engineer: G. Harold Brewer

WJEJ

HAGERSTOWN—1932—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Hagerstown Bcstg. Co., Inc.
 Business-Studio Address: Franklin Court
 Phone Number: 2323
 Transmitter Location: Carroll Heights
 Air Time: 6 a.m.-12:05 a.m.
 News Service: AP, Transradio
 Transcription Service: Lang-Worth
 Representative: Walker
 Membership: NAB, BAB
 Pres., Gen. Mgr.: Grover C. Crilley
 Sta., Prom. Mgr.: William H. Paulsgrove
 Commercial Mgr.: Clarence Myers
 Pgm., Prod. Dir.: Robert Leshar
 Publicity Director: Marie Whitecraft
 Musical Director: Patsy Miller
 Chief Anncr., News Dir.: D. Glenn Thomas
 Chief Engineer: George McIntire

WASA

HAVRE DE GRACE—1948—KBS

Frequency: 1330 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Chesapeake Bcstg. Corp.
 Address: P. O. Box 97
 Transmitter Address: Bel Air Rd.
 Phone Number: 800
 Air Time: Local sunrise-local sunset
 News Service: UP
 Transcription Service: World
 Representative: Schepp-Reiner
 President, General-Station Mgr.: Jason T. Pate
 Comm.-Sales Prom. Mgr.: Charles W. Irwin
 Mus., Pgm., Prod., Pub. Dir.: W. E. Baekey, Jr.
 Chief Engineer: William O. Kuntz

WBOC

SALISBURY—1940—MBS

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By: The Peninsula Bcstg. Co.
 Bus. Studio-Transmitter Address: Radio Park
 Phone Number: 6131
 Air Time: 6 a.m.-1:30 a.m.

News Service: AP
 Transcription Service: World, Lang-Worth
 Representative: Burn-Smith
 President: John W. Downing
 Gen., Sta., Comm. Mgr.: Charles J. Trullitt
 Program Director: John W. Downing, Jr.
 Musical Director: Charles R. Yohe
 Chief Engineer: Jack W. Ward

WGAY

SILVER SPRING—1946—MET. NET

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Tri-Suburban Bcstg. Corp.
 Business Address: Silver Spring
 Phone Number: Shep. 1050
 Studio-Transmitter Location: Kemp Mill Rd.
 Air Time: Daytime
 News Service: AP, Transradio
 Transcription Service: World
 Representative: Natl. Time Sales
 Membership: NAB
 President: John W. Kluge
 Gen.-Sta.-Comm.-Sales Mgr.: Joseph L. Brechner
 Prod., Pub., News., Pgm. Dir.: Ernest Tannen
 Chief Announcer: Chuck Dulane
 Chief Engineer: Nicholai J. Chaconas
 Farm Editor: John Seybold

WOOK

SILVER SPRING—1947

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Oper. By: United Bcstg. Co.
 Business Address: 1143 Connecticut Ave.
 NW, 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 Bl Fort
 Chief Engineer: Vernon V. Story

WHY IS AP
THE BEST

BECAUSE—AP has more news
 correspondents, more
 news bureaus, more
 miles of news wire
 than any other news
 service.

MASSACHUSETTS

Population 4,690,514—Increase +18.7% ('40-'50)—Radio Homes 1,220,770
Families—1,234,350—Stations in State 48

WARA

ATTLEBORO—1950

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Oper. By.....Attleboro Radio Assn.
AddressBronson Bldg.
Phone Number1320
RepresentativeBannan, Walker
Transcription ServiceThesaurus
News ServiceUP
Gen. Mgr., Treas.....J. Ottmar
Station Manager.....Keith S. Field
Commercial ManagerWilliam A. Dawson, Jr.
Program Director.....Henry A. Felix
Promotion Manager.....Henry Ottmar
Chief Engineer.....Stanley A. Emery
News Director.....Jim Elliot
Farm Editor.....Stanley Morgan

WBMS

BOSTON—1946

Frequency: 1090 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Friendly Group
Business-Studio Add.Steubenville, Ohio
Transmitter LocationMedford
Air TimeSunrise-sunset
News ServiceUP
PresidentJack M. Berkman
Sta., Gen. Mgr.George Lasker
Comm. Mgr.....Frederic S. Bailey
Music, Pgm. Dir.Martin Bookspan
Chief Announcer.....William Stewart
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 NumberALgonquin 4-5670
Transmitter Location.....WBZ, Hull, Mass.;
WBZA, East Springfield, Mass.
Air TimeUnlimited
News Service.....AP, UP
Transcription Service...Thesaurus, Associated
Representative.....Free & Peters
PresidentWalter Evans
Vice-President.....Walter E. Benoit
General Manager.....J. B. Conley
Station Manager.....W. C. Swartley
Sales Manager.....C. Herbert Masse
Promotion Manager.....John Still
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 LocationLexington
Air TimeUnlimited
News Service.....AP, INS
Transcription ServiceStandard, Eells
RepresentativeKatz
MembershipNAB, BAB
PresidentJohn Cowles
General-Station Manager...Craig Lawrence
Commercial Manager...A. N. Armstrong, Jr.
Sales Promotion Manager.....John Wilkoff
Local Sales Mgr.Harry Wheeler
Program Director.....Gene King
News Director.....Ron Cochran
Production Director.....Henry Lundquist
Publicity DirectorEleanor Morrison
Musical Dir.....Louis Goldberg
Chief AnnouncerEdwin Dicohoff
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 TimeUnlimited
News ServiceAP, UP
Transcription ServiceLang-Worth
RepresentativeRadio Sales
General Manager.....Harold E. Fellows
Asst. General Mgr.Wilbur S. Edwards
Natl. Sales Dir.Guy H. Cunningham
Sales Promotion Mgr.....Charles B. H. Vaill
Program Director.....Raymond G. Girardin
Production Director.....Thomas H. Calhoun
Publicity Director.....Marie H. Houlihan
Chief Announcer.....Carlton H. Dickerman
News DirectorCharles J. Ashley
Chief Engineer.....Harold A. Dorschug
Musical DirectorFrank Bell
Farm Editor.....Jesse H. Buffum

WHDH

BOSTON—1927

Frequency: 850 Kc. Power: 50,000 Watts
Owned-Oper. By.Boston Herald-Traveler, Corp.
Bus-Studio Address6 St. James Ave.



Play to New England's Largest Audience on the Yankee Home-town Circuit

Actually the Yankee Network covers more territory than any other New England regional network. It is your medium for reaching New England's largest audience.

Every Yankee home-town station offers you two tangibles—a ready-made, dependable audience for Yankee and Mutual programs and the greater effectiveness of local,

saturation coverage as compared with thin coverage from outside.

With Yankee's 29 home-town stations and their network audience, you get this saturating coverage throughout the entire Yankee six-state area. It is an incomparable combination for selling all New England locally, market by market, and keeping it sold.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

MASSACHUSETTS

Phone Number.....HAncock 6-5500
 Transmitter Location.....Needham
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard
 Representative.....John Blair
 Membership.....NAB
 President.....Robert B. Choate
 Managing Director.....William B. McGrath
 Commercial Manager.....Arthur T. Brush
 Program Director.....George M. Perkins
 Production Director.....George M. Watson, Jr.
 Publicity Director.....William E. Shea
 Chief Engineer.....Philip K. Baldwin
 Chief Announcer.....Robert Clayton
 Farm Editor.....Joseph Kelly
 Musical Director.....Kenneth Wilson

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

W N A C

BOSTON—1922—MBS-YANKEE

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Yankee Network
 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 Petry
 Membership.....NAB
 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

W M E X

BOSTON—1934

Frequency: 1510 Kc.....Power: 5000 Watts
 Owned-Oper. By.....The Northern Corp.
 Business-Studio Address.....70 Brookline Ave.
 Phone Number.....Commonwealth 6-3900
 Transmitter Location.....71 W. Squantum St.
 Quincy
 Air Time.....7:15 a.m.-M.
 News Service.....INS
 Transcription Service..Associated, Lang-Worth

W M E X

MEANS

EXTRA

SALES

IN BOSTON

WILL

MEAN

EXTRA

SALES IN

BOSTON

W O R L D
BOSTON—1950

Frequency: 950 Kc. Power: 5000 Watts d.
Owned-Oper. By..... Pilgrim Bcstg. Co.
Address..... 92 State St.
Phone Number..... Lafayette 3-4000
News Service..... AP
President..... Joseph A. Dunn
Gen., Comm. Mgr..... Arthur E. Haley
Program Director..... Norm Prescott
Promotion Manager..... Robert Cabitt
Asst. Salesman..... Claire Crawford
Chief Engineer..... John Parker
News Director..... Bernard Kamenske

W V O M
BOSTON—1948

Frequency: 1600 Kc. Power: 5000 Watts
Owned-Oper. By..... The Boston Bcstg. Corp.
Address..... 1 Harvard Sq., Brookline
Phone Number..... Beacon. 2-5650
Representative..... McGillvra
Exec. V.P., Gen. Mgr..... Benjamin Bartzoff
News Service..... UP, Transradio

W B E T
BROCKTON—1946

Frequency: 990 Kc. Power: 250 Watts d.
Owned-Oper. By..... Enterprise Publishing Co.
Business-Studio Address..... 60 Main St.
Phone Number..... Brockton 7062
Transmitter Location..... Cor. West & Belmont Sts.
News Service..... AP
Transcription Service..... Thesaurus, SESAC,
Representative..... Bannan, Colton
Membership..... NAB
Station Mgr..... Charles A. Fuller
Commercial Mgr..... Earle G. Clement
Production Director..... William W. Pierce, III

W T A O
CAMBRIDGE—1948

Frequency: 740 Kc. Power: 250 Watts d.
Owned-Oper. By..... Middlesex Bcstg. Corp.
Address..... 439 Concord Ave.
Phone Number..... Eliot 4-6745
News Service..... AP
Transcription Service..... World
Representative..... Cooke
President..... Frank J. Lyman, Jr.
Gen., Prom. Mgr..... Ted Swift
Commercial Mgr..... Larry Anderson
Program Dir..... Arthur Tacker
Chief Engineer..... Arthur W. Richardson

W A C E
CHICOPEE—1946—NEBS

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By..... Regional Bcstg. Co.
Business Address..... Bridgeway Hotel

Phone Number..... Springfield 6-1323
Air Time..... Sunrise-sunset
News Service..... AP
Membership..... NAB, BAB
Representative..... IMS, Kettell-Carter-Grant
Membership..... NAB, BAB
President..... David Hayes
Sta., Comm., Gen. Mgr..... Ralph J. Robinson
Program Dir..... Charles J. O'Malley
News Director..... Robert Begley
Chief Engineer..... Richard Glinka

W A L E

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. Guimond

W S A R

FALL RIVER—1921—ABC

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Oper. By..... Fall River Bcstg. Co., Inc.
Business-Studio Address..... Academy B'dg.
Phone Number..... 7-9477-8
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
Treas., Gen. Mgr..... Melvin Lahr
Commercial Manager..... Neil Sullivan
Publicity Director..... John Crowley
Program Dir..... Angus Bailey
Chief Announcer..... Joe Welch
Chief Engineer..... John Pavao

W E I M

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 Kalin

W F G M

FITCHBURG—1950

Frequency: 1580 Kc. Power: 1000 Watts d.
 Owned-Oper. By Wachusett Bcstg. Co.
 Address 455 Main St.
 Phone Number 6377
 Representative Devney
 Transcription Service Capitol
 News Service INS
 Pres., Gen., Comm. Mgr. Ansel E. Gridley
 Program Director Edward J. Penney
 Chief Engineer Donald L. Coleman
 News Director Loren C. Smith

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, 7409
 Transmitter Location Mt. Wayte Ave.
 Air Time Local sunrise-sunset
 News Service UP
 Representative Grant, Kettell-Carter
 Station Manager Richard E. Adams
 Commercial Manager James H. Shoemaker
 Chief Announcer Lee Emmerich
 News Director James H. Robbins
 Chief Engineer Francis 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
 Transmitter Location Green St.
 Air Time 7 a.m.-10 p.m.
 News Service AP
 Representative William G. Rambeau
 Membership NAB, BAB
 President, General Mgr. David M. Richman
 Station Manager Frank Hull
 Commercial Manager Fred Shulman
 Program Director P. H. Vincent
 Chief Anncr., News Dir. Robert E. Johnson
 Chief Engineer P. H. 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
 Pgm. Dir., Chief Anncr. Ira I. Hewey
 News Director Graydon H. Spragg
 Chief Engineer Leland F. Wheeler
 Farm Editor Donald A. Tuttle

W H A V

HAVERHILL—1947—LIBERTY

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Haverhill Gazette Co.
 Business-Studio Address 30 How St.
 Phone Number 4-4733
 Transmitter Location 110 Observatory Ave.
 News Service AP
 Transcription Service World
 Representative Kettell-Carter
 Membership NAB
 Pres., Sta., Gen. Mgr. John T. Russ
 Prom., Pub. Dir., Comm. Mgr. Robert I. Kimel
 Pgm. Prod. Dir. Kenneth Ash
 Chief Engineer Eugene Gaumont

W H Y N

HOLYOKE—1941—MBS-YANKEE

Frequency: 560 Kc. Power: 1000 Watts d.,
 1000 Watts n.
 Owned-Oper. By Hampden Hampshire Corp.
 Address 180 High St.
 Phone Number Holyoke 8238, 8239
 Transmitter Location West Holyoke
 News Service AP
 Transcription Service Lang-Worth
 Representative Walker Co. & Bertha Bannan
 Membership NAB, BAB
 Sta., Gen. Mgr. Charles N. DeRose
 Commercial Manager Patrick J. Montague
 Program Director John Vendell
 Chief Operator Jack Paley

W R E B

HOLYOKE—1950

Frequency: 930 Kc. Power: 500 Watts d.
 Owned-Oper. By Valley Bcstg. Corp.
 Address 323 High St.
 Phone Number 2-3296
 Transcription Service Associated, SESAC
 News Service AP
 Gen. Mgr., Pgm. Dir. Harold G. Robator
 Treasurer Anthony DeMarco
 Commercial Manager Albert Beaupre
 Chief Engineer Arthur Beaton
 News Director Fran Hammel

W C C M

LAWRENCE—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By Lawrence Bdcstg. Co.
 Address 54 Essex Street

• • • **MASSACHUSETTS** • • •

Phone Number . . . Lawrence 37171, Lowell 6359
 Transmitter Location Andover
 Air Time Sunrise-Sunset
 News Service AP
 Representative Bannan, Colton
 Membership NAB
 Pres., Gen. Mgr. Geo. H. Jaspert
 Sta., Comm., Sales Prmo. Mgr. . . Wm. C. Engel
 Pub., Pgm. Dir. Geo. H. Jaspert
 Production Director . . . Ernest H. Labranche
 Chief Announcer . . . Ernest H. Labranche
 Chief Engineer Geo. H. Jaspert

W L A W

LAWRENCE—1937—ABC-NEMMG

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 6 a.m.-12:05 a.m.
 News Service UP
 Transcription Service World Standard
 Representative Paul H. Raymer
 Membership NAB, BAB
 Pres., Gen. Mgr. Irving E. Rogers
 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
 News Director Bob Moore
 Chief Engineer George A. Hinckley

W L L H

**LOWELL-LAWRENCE—1934
 MBS-YANKEE**

Frequency: 1400 Kc. Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By Merrimac Bdcstg. Co.
 Trans. Address 39 Kearney Square, Cregg
 Bldg. (Lawrence)
 Phone Number 8715, Lawrence 2-2148
 Air Time 6:25 a.m.-12 M.
 News Service UP
 Transcription Service Associated
 Representative Haskell Bloomberg
 President Gerald Harrison
 V. P. Carl S. Wheeler
 Sta. Mgr. Dana W. Fitzgerald
 Commercial Manager Haskell Bloomberg
 Pgm. Dir., Chief Anncr. Tom Clayton
 News Director Fred A. Simmonds
 Chief Engineer Anthony G. Michaels

W L Y N

LYNN—1947

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Oper. By Puritan Bcst. Service, Inc.
 Business-Studio Address 7 Willow St.
 Phone Number LY. 5-6200
 Transmitter Location Heath's Court

Air Time 6:45 a.m.-Sunset
 News Service UP
 Transcription Service Associated, SESAC
 Pres., Gen. Mgr. Theodore Feinstein
 Station Manager Winslow Bettinson
 Commercial Mgr. Kenneth Strong
 Program Director Winslow Bettinson
 Chief Announcer Dave Mann
 News Director Ernest Rosenthal
 Chief Engineer John W. Parker

W B S M

NEW BEDFORD—1949—NERN

Frequency: 1230 Kc. Power: 100 Watts
 Owned-Oper. By Bay State Bcstg. Co.
 Address Pope's Island
 Phone Number 3-1767
 Representative McGillvra
 Transcription Service MacGregor
 News Service UP
 President Joseph P. Duchaine
 General Manager Otto F. A. Arnold
 Commercial Manager Harry W. Moore
 Pgm., Farm Dir. Edward L. Merritt
 Chief Engineer Harold H. Hoover, Jr.
 News Director Frank Burgmeier

W N B H

**NEW BEDFORD—1921—MBS
 YANKEE**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By E. Anthony & Sons, Inc.
 Business-Studio Address County & Union Sts.
 Phone Number 8-5228
 Transmitter Location Fairhaven
 Air Time 6:30 a.m.-12 M.
 News Service AP
 Transcription Service World, Associated
 Representative Walker Co., Bertha Bannan
 Membership NAB
 Vice-President Basil Brewer
 Station Manager Paul Perreault
 Comm., Sales Prom. Mgr. David Shurtleff
 Publicity Director Conrad White
 Program Director Edward Boghosian
 News Director Oscar Glasberg
 Chief Engineer Z. V. Grobowski

W M N B

NORTH ADAMS—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Northern Berkshire Bcstg. Co.
 Bus.-Studio-Transmitter Address 466 Curran
 Phone Number 1230
 News Service AP
 Transcription Service World
 Representative Grant
 Membership NAB, BAB
 Part Owner, Gen. Mgr. J. Gordon Keyworth
 Commercial Rep. Richard J. O'Brien
 Program Manager Benjamin A. Hubley
 Chief Technician William B. Dailey

MASSACHUSETTS

W N A W

NORTH ADAMS—1949

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Oper. By N. W. Welch
Address 20 State Street
Phone Number 860-1
Transmitter Location Curran Highway
Air Time Sunrise-Sunset
News Service UP
Trans. Serv. Standard & Lang-Worth
President Neal W. Welch
Sta. Mgr., Chief Ann. William E. Gordon
Sales Pro. Manager. Winston Budrow
Program Director E. Norman Bailey
News Director Clay Perry
Chief Engineer Gerald F. O'Grady

W H M P

NORTHAMPTON—1950

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By. Pioneer Valley Bcstg. Co.
Address 78 Main St.
Transcription Service Standard
President. John W. Williams
Gen., Comm. Mgr. Alexander W. Milne

W B E C

PITTSFIELD—1947—ABC-UBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By. Western Mass. Bcstg. Co.
Business-Studio Address. 30 Eagle St.
Phone Number 8292-3
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, BAB
President. Donald B. Miller
Gen., Sta., Comm., Prom. Mgr., Pub. Dir.
W. Wendell Budrow
Pgm., Prod. Dir. Harry Brown
Chief Announcer Dana Jones
Chief Engineer Walton Ayer
News Director Edward Farrell, Jr.
Farm Editor M. Haggarty
Musical Director Robert Hennaberry

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 6:40 a.m.-12 M.
News Service UP
Transcription Service Associated
Representative Walker, Bannan

Membership NAB, BAB
President Leon Podolsky
Sta., Gen. Mgr. John T. Parsons
Commercial Manager. Walter Kearsey
Sales Promotion Manager ... Robert Burbank
Mus., Pub., Pgm. Dir. Richard Bolender
Production Director Ted Holmes
Chief Engineer. Leonard Lavendol
News Director Leon Beeler
Farm Director Robert Youst

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
News Service AP
Transcription Service World
Pres., Sta. Mgr., Pgm. Dir. ... Joseph H. Tobin
Comm., Sales Prom. Mgr., Pub. Dir., Chief
Engineer James D. Asher
Chief Announcer George Erwin
News Director Bill Edwards

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.
News Service UP
Transcription Service Associated
Representative Edward Petry
Membership NAB, BAB
President Gerald Harrison
Sales Prom., Sta. Mgr. Robert Donahue
Commercial Manager. Robert Feldman
Program Director. Turner Cooke
News Director Noah LaMountain
Chief Engineer. John Michnovsz

W S F L

SPRINGFIELD—1948

Frequency: 1600 Kc. 5 KW d.
Owned-Oper. By Springfield Bdcstg. Co.

MASSACHUSETTS

Address 137 State St.
 Phone Number 2-7487
 Trans. Loca. ... No. Main St., E. Longmeadow
 Air Time Unlimited
 News Service UP, Armstrong Sports
 Representative The Rolling Co.
 President G. A. Askinas
 Commercial Manager E. G. Hewinson
 Sta. Mgr., Pgm. Dir. C. M. Manitas
 Chief Engineer E. G. Hewinson

WSPR

SPRINGFIELD—1936—ABC

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Operated By WSPR, Inc.
 Business 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, BAB
 President Quincy A. Brackett
 Station Manager Alan C. Tindal
 Commercial Manager ... William H. Burleigh
 Sales Prom. Mgr., Pub. Dir. ... Howard S. Keefe
 Program Director Wayne H. Latham
 Chief Announcer Robert L. Jones
 Chief Engineer George Townsend

WPEP

TAUNTON—1949

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Oper. By Silver City Bcstg. Co.
 Address 174 Broadway
 Phone Number 4-7528
 Transcription Service Lang-Worth
 News Service UP
 Ptnr., Pres. & Fln. Mgr. ... J. Marshall McGregor
 Ptnr., Gen. Mgr. James Milton Hammond
 Station Manager Robert A. Brennan
 Chief Engineer John B. Tracy, Jr.
 News Director Paul A. McCormack

WCRB

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

WARE

WARE—1948

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By Donald W. Howe
 Business-Studio Address East St.
 Phone Number 1250, 1251
 Transmitter Location ... Atop Coy's Hill, Warren
 Air Time Daytime
 News Service AP
 Transcription Service Associated
 Membership NAB, BAB
 Pres., Gen., Sta. Mgr. Donald W. Howe
 Pub. Dir., Comm. Mgr. Robert S. Sinnott
 Farm Edit., Pgm. Dir. Tom Colton
 News Director Bill O'Neil
 Chief Engineer Fred Joslin

WTXL

WEST SPRINGFIELD—1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Telecolor Corp.
 Address 34 Sylvan St.
 Phone Number 9-4768
 Air Time 6:45 a.m.-12 M.
 News Service INS
 Transcription Service Capitol. World
 Representative Cooke
 Membership NAB
 Pres., Gen., Prom. Mgr. L. A. Rellly
 Commercial Manager ... Holland D. Cameron
 Oper. Mgr., Pgm. Dir., Chief Engr. ... I. L. Spates

WOCB

WEST YARMOUTH—1940

MBS-YANKEE-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By E. Anthony & Sons
 Transmitter Address South Sea Ave.
 Phone Number Hyannis 502
 Air Time 7 a.m.-11:30 p.m.
 News Service AP
 Transcription Service World
 Representative Walker, Bertha Bannan
 President Basil Brewer
 Gen., Sta. Mgr. Gerald L. Staten
 Commercial Manager Paul G. Collins
 Chief Engineer Zigmum Grobowski
 News Director William J. Torpey

WAAB

WORCESTER—1931—MBS-YANKEE

Frequency: 1440 Kc. Power: 5000 Watts
 Owned By The Olin Corp.
 Operated By Radio Enterprises, Inc.
 Business-Studio Address ... 34 Mechanic St.
 Phone Number 2-5611

MASSACHUSETTS

Transmitter LocationHolden
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service Associated
Representative Everett-McKinney
Membership NAB, BAB
Pres., Gen., Sta., Comm. Mgr. . . .B. W. Olin, Jr.
Asst. to Pres. William R. Sweeney
Traffic Manager.....Dorothy Morris

W N E B

WORCESTER—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.... New England Bcstg. Co.
Trans. Address Park Bldg., 507 Main St.
Phone Number 6-4672
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Lang-Worth
Representative Bolling, Kettell-Carter
President..... Paul C. Lytle
Sta., Gen. Mgr. John J. Hurley
Commercial Mgr..... Edward T. McCann, Jr.
News Director Andrew F. Hickey
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 Auburn
Air Time..... 7 a.m.-M.
News Service INS
Transcription Service Lang-Worth
Representative Weed
Membership NAB
Chief Owner A. F. Kleindienst
Gen., Sta. 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 6 a.m.-12:05 a.m.
News Service AP
Transcription Service World, Associated
Representative..... Paul H. Raymer
Membership NAB, BAB
Vice-Pres., Gen. Mgr..... Robert W. Booth
Commercial Manager..... Herbert L. Krueger
Sales Promotion Manager ... Edwin W. Quinn
Prod., Pgm. Dir. A. J. Brissette
Publicity Director..... A. C. Fuller
Chief Engineer..... E. A. Browning
Farm Editor..... H. Sidney Vaughn

AP SELLS

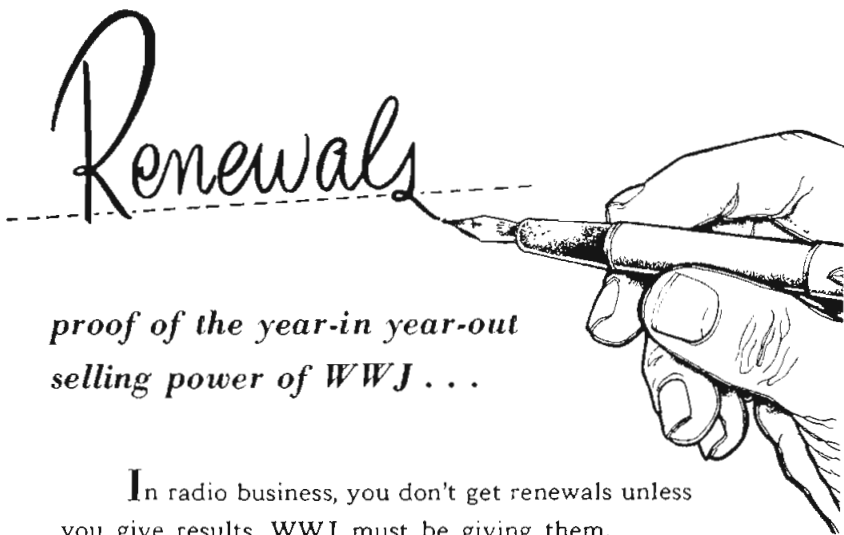
For Stations and Sponsors —

For instance . . . WMLS

“70 AP newscasts on WMLS are sold out. The biggest sponsor is Hill Grocery Company, the largest Alabama retail grocery chain, with three 5-minute AP newscasts daily.

“Associated Press newscasts not only are easy to sell; they sell for our advertisers.”

CURTIS O. LILES,
General Manager,
WMLS, Sylacauga, Ala.



*proof of the year-in year-out
selling power of WWJ . . .*

In radio business, you don't get renewals unless you give results. WWJ must be giving them.

Detroit's largest department store, on WWJ for the past 16 years with an hour-long daily program, renewed again. A utility, on WWJ since 1945 with three programs weekly, renewed again. A foremost men's clothing chain, on WWJ for 12 years with a nightly news program, renewed again. An automobile dealers' group, on WWJ 5 programs a week, just renewed again for its third year. And so it goes.

What better proof is there of the effectiveness of WWJ . . . NBC station in Detroit . . . now celebrating its 30th year of community leadership . . . in a market of 1½ million radio sets in the homes and cars of workers who spent more than 3 billion dollars last year in Detroit's retail stores!



Basic NBC Affiliate

*AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES*

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

*National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
Associate Television Station WWJ-TV*

MICHIGAN

Population 6,371,766—Increase +21.2% ('40-'50)—Radio Homes 1,686,660
Families—1,722,100—Stations in State 62

W A B J

ADRIAN—1946

Frequency: 1500 Kc. . . . Power: 250 Watts d.
Owned-Oper. By James Gerity, Jr.
Address Treat Rd.
Phone Number 9000
Transmitter Location Treat Rd.
Air Time Sunrise-Sunset
News Service UP
Transcription Service World
Representative Hal Holman Co.
Membership NAB, BAB
Owner James Gerity, Jr.
General Manager O. Wm. Myers
Commercial Manager Harley West, Jr.
News, Pgm. Dir. Larry Payne
Chief Announcer Phil Sanford
Chief Engineer Elwood Brown
Farm Editor Don Dean

W F Y C

ALMA—1948—GLN

Frequency: 1280 Kc. . . Power: 1000 Watts d.
Owned-Oper. By WFYC, Inc.
Address 408½ Gratiot Ave.
Phone Number 95, 157
Trans. Loca. 1 Mi. E. of City on U.S. 27
Air Time 6 a.m.-Sundown
News Service UP
Trans. Service Lang-Worth, World
President Reid Brazell
Gen., Sta., Comm., Sales Prom. Mgr.
Robert W. Cessna
Pgm., Prod., Pub. Dir. Bob Clayton
Chief Announcer David Sommerville
News Director Stan Heineman
Musical Director Lillian Curtis
Chief Engineer Irving Grove
Farm Editor Carl Bortle

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
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
General Manager Douglas Campbell
Program Dir. Amy H. Wilcox
Chief Announcer Claire Linn
Chief Engineer James Allen
Consulting Engineer Lohnes & Culver

W P A G

ANN ARBOR—1945

Frequency: 1050 Kc. . . . Power: 100 Watts d.
Owned-Operated By . . . Washtenaw Bcstg. Co.
Bus.-Studio Address . . . 3rd Floor, Hutzler 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 A. H. Turner
Program Director Pat Quinn
Chief Announcer Albert J. Sanborn
Chief Engineer George D. Stearns
News Director Otis Hardy
Farm Editor Howard E. Heath
Consulting Engineer George C. Davis

W L E W

BAD AXE—1950

Frequency: 1540 Kc. . . . Power: 250 Watts d.
Owned-Oper. By Saginaw Bcstg. Co.
Phone Number 1010
Representative Headley-Reed
Transcription Service Standard
News Service AP
Owner, President Milton L. Greenebaum
Oper. Dir., Gen. Mgr. Jack Parker
Commercial Manager Cliff Thomas
Program Director Earl Johnson
Facility Dir. Meredith Koerner
Chief Engineer Harold McCullen

- Advertising that Moves More Merchandise per Dollar Invested is Bound to be the One that Gives You the Most Coverage for the Least Money



- Covers a 17,000,000 Population Area in 5 States at the Lowest rate of any Major Station in this Region!

"It's The DETROIT Area's Greater Buy"

Guardian Bldg. • Detroit 26

Adom J. Young, Jr., Inc., Nat'l Rep.

J. E. Campeau, President

W B C K

BATTLE CREEK—1948—MBS

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By Michigan Bcstg. Co.
 Business-Studio Address 402 Security Natl.
 Bank Bldg.
 Phone Number 3-5555
 Transmitter Location Golden Ave.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Thesaurus
 Representative Burn-Smith
 General Manager Robert H. Holmes
 Commercial Manager F. K. Doyle
 Program Director E. F. Cahill
 News Director A. E. Johansen
 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.
 Bus.-Studio-Transmitter Address Michigan
 National Bank Bldg.
 Phone Number 5655
 Air Time 6 a.m.-11:30 p.m.
 News Service AP
 Transcription Service Standard, Lang-Worth
 Representative Bolling
 Membership NAB
 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 World
 Representative George P. Hollingbery
 President Harley D. Peet
 Gen.-Station-Comm. Mgr. Hugh A. Giesel
 Program Director Charles E. Anthony
 News Director Frank J. Walsh
 Musical Director Lionel H. DeRemer
 Chief Engineer Ralph H. Carpenter
 Farm Editor G. Edward Vallender
 Consulting Engineer Jansty & Bailey

W G R O

BAY CITY—1949—LBS—KBS

Frequency: 1260 Kc. Power: 500 Watts d.
 Owned-Oper. By Griner-Dillon Bcstg. Co.
 Trans. Address 4451 Wheeler Rd.

Phone Number 3-1260
 Air Time Daytime
 News Service AP
 Transcription Service Capitol
 Representative Sears & Ayer
 Pres., Gen. Mgr. Gail D. Griner
 Commercial Manager Stanley Hommes
 Program Director Edward T. Dillon
 Chief Anncr., News Dir. Hal Shore
 Musical Director Wilmetta Jean Resley
 Chief Engineer Floyd Woody

W H F B

BENTON HARBOR—1947

Frequency: 1060 Kc. Power: 1000 Watts d.
 Owned-Oper. By Palladium Publ. Co.
 Address Benton Harbor
 Phone Number 5-2113
 Transmitter Location Fairplain Ave.
 Air Time Sunrise-Sunset
 News Service AP
 Transcription Service Lang-Worth & RCA
 Representative Hal Holman
 Membership NAB, BAB
 President Stanley R. Banyon
 Gen., Sta. Mgr. J. P. Scherer
 Commercial Manager Ted Vernasco
 Sales Prom. Mgr., Pub. Dir. Dwight Edmunds
 Program Director John Pershing Chase
 Production Director Cal Bollwinkel
 News Director Jack Cogswell
 Musical Director Lee Lockwood
 Chief Engineer Munson Robinson
 Farm Editor John Pershing Chase
 Consulting Engineer Craven, Lohnes & Culver

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 Blederman

W T V B

COLDWATER—1949—KBS

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Oper. By Twin Valley Bdcstrs, Inc.
 Address Box 32
 Phone Number 1230
 Trans. Loca. 1½ Mi. So. on U.S. 27
 Air Time 6 a.m.-9 p.m.
 News Service AP
 Trans. Service Associated, Capitol, Cole
 Representative McGillvra
 President George Hosek
 Board Chairman James Wilson
 Station Manager E. Harold Munn, Jr.

WJR



RADIO — AMERICA'S MOST POWERFUL ADVERTISING MEDIUM

Michigan's

most powerful

Advertising

Medium



FREE SPEECH MIKE

WJR • THE GOODWILL STATION INC. • FISHER BLDG. • DETROIT • CBS 50,000 WATTS

Represented Nationally by Edward Petry & Company

MICHIGAN

Sales Promotion Manager . . . Kenneth Gallant
Program Director Jack Douglas
Chief Announcer Dick DeFay
Chief Engineer E. Harold Munn, Jr.
Consulting Engineer E. Harold Munn, Jr.

W K M H DEARBORN—1946

Frequency: 1310 Kc. Power 5000 Watts d.
1000 n.

Owned-Operated By WKMh, Inc.
Business-Studio Address WKMh Bldg.
Phone Number Logan 2-4000
Transmitter Willow Run Express Hwy.
Air Time 6 a.m.-2 a.m.
News Service INS, UP
Transcription Service Lang-Worth
Representative Headley-Reed
Membership NAB, BAB
Pres., Sta., Gen. Mgr. Fred A. Knorr
Pgm., Prod. Dir. Walter Patterson
Comm., Prom. Mgr. George M. Miller
Chief Announcer Richard Buller
Chief Engineer Jerrold Martin
News Director Dale Marr
Musical Director Albert Gross
Farm Editor Bob Rothwell
Consulting Engineer Kear & Kennedy

CKLW

DETROIT-WINDSOR—1932—MBS

Frequency: 800 Kc. Power: 50,000 Watts
Owned-Oper. By . . . Western Ontario Bcstg. Co.,
Ltd., Essex Bcstrs., Inc.

Business Address . . 3300 Guardian Bldg., Det.
Phone Number Woodward 1-7200
Studio Address . . Canada Trust Bldg., Windsor
Transmitter Location Harrow, Ont.
Air Time 5:30 a.m.-4 a.m.
News Service INS, UP
Transcription Service Standard, World,
Lang-Worth
Representative H. N. Stovin,
Adam J. Young, Jr.
Membership NAB
President, General Mgr. J. E. Campeau
Sta. Mgr., Chief Engr. W. J. Carter
Commercial Manager E. Wilson Wardell
Sales Prom. Mgr. Art Gloster
Pgm., Prod. Dir. S. Campbell Ritchie
News Director Val Clare
Publicity Director H. Arthur Laing
Chief Announcer John Gordon
Musical Director Wally Townsend
Farm Editor Austin Grant

See Page 472

W J B K

DETROIT—1925

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Fort Industry Co.
Business-Studio Address 500 Temple Ave.

Phone Number Temple 3-7900
Transmitter Location . . 15555 Woodrow Wilson
Air Time 24 Hours
News Service INS, UP
Representative Katz Agency
Membership NAB
President George B. Storer
Gen Sta., Comm Mgr. Richard E. Jones
Prod., Pgm. Dir. Hal Hough
Prom., Pub. Dir. Joyce Chopman
Chief Engineer Paul O. Frincke
Consulting Engineer Earl Cullum

W J L B

DETROIT—1926

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By . . Booth Radio & TV Stas.
Business Address 600 Buhl Bldg.
Phone Number Woodward 5-2000
Studio Address . . 3100 David Broderick Tower
Transmitter Location 375 Midland Ave.
Highland Park

News Service AP
Transcription Service World
Representative Forjoe
Pres., Gen. Mgr. John L. Booth
Prom., Comm. Mgr. Eric V. Hay
Station Manager W. J. Jory
Program Director George Kendall
Chief Announcer R. L. Mabry
Chief Engineer Edward H. Clark

W J R

DETROIT—1927—CBS

Frequency: 760 Kc. Power: 50,000 Watts
Owned-Oper. By . . WJR, The Goodwill Sta., Inc.
Address Fisher Bldg.
Phone Number Trinity 5-4440
Transmitter Location Trenton
Air Time 24 Hours
News Service AP, INS, UP
Trans. Service . . Lang-Worth, Theaurus, Asso.
Representative Petry & Co.
Membership NAB, BAB
Chairman of the Board G. A. Richards
President John F. Patt
V.P., & Gen. Mgr. Worth Kramer
Sales Service Manager F. A. McPhillips
Sales Promotion Manager James Quello
Program Director Franklin Mitchell
Production Director Norman White
V.P. in charge of News George Cushing
Chief Announcer Ron Gamble
News Editor Jack White
Musical Director Paul LaVoie
V.P. in chge of Engr. George Leydorf
Farm Editor Marshall Wells

W W J

DETROIT—1920—NBC

Frequency: 950 Kc. Power: 5000 Watts
Owned-Oper. By The Evening News Assn.

. . . **MICHIGAN** . . .

Address 615 W. Lafayette
 Phone Number Woodward 2-2000
 Trans. Loca. 8 Mi. & Myers Rd.
 Air Time 24 Hours
 News Service A.P. UP
 Trans. Serv. Lang-Worth & Thesaurus
 Representative George P. Hollingberry Co.
 Director of Radio W. J. Scripps
 General Manager Harry Bannister
 Station Manager Don DeGroot
 Office Manager Mabel Munroe
 Personnell Manager E. L. Tyson
 General Program Mgr. M. C. Wissman
 General Engr. Mgr. E. J. Love
 Public Affairs Manager James Eberle
 Night Manager Stanley Swales
 Publicity Manager John Gnau
 Chief Engineer Carl Wesser
 Promotion Manager Jack Albert
 Program Manager John Hill
 News Editor Tom MacMahon
 Farm Editor John Merrifield
 Sales Manager Wendell Parmelee
 Asst. Sales Manager Richard Spencer, Jr.

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 Woodward 3-8321
 Studio Address 8415 E. Jefferson Ave.
 Transmitter Location Joy Rd. & Greenfield
 Air Time 6:30 a.m.-1 a.m.
 News Service INS, UP
 Transcription Service Standard, Lang-Worth
 Representative ABC Spot Sales
 Pres., Gen. Mgr. James G. Riddell
 Commercial Manager Harold Christian
 Pub. Dir., Sales Prom. Mgr. Hal Neal
 Prod., Pgm. Dir. Jack McCarthy
 Musical Director Phil Brestoff
 News Director Henry Alexander
 Chief Engineer Charles Kocher

W D B C

ESCANABA—1941—MBS-KBS

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 6 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative Forjoe
 President John Lord Booth
 General Manager W. Eldon Garner
 Program Dir. Jerry Schroeder
 Chief Announcer Willard Lamb
 News Director James Rush
 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 Briston Road
 Air Time 5:45 a.m.-1 a.m.
 News Service AP
 Transcription Service Capitol, Thesaurus,
 Standard
 Representative Katz
 Membership NAB, BAB
 President Harry M. Bitner, Sr.
 General Mgr. Lester W. Lindow
 Sales Prom. Mgr. Marvin Levey
 Farm Edit., Pgm. Dir. Elmer A. Knopf
 Publicity Dir. Richard Toohay
 Chief Announcer Ted Taylor
 News Directors Jack Lewin, Jim Corbett
 Musical Director Billy Geyer
 Chief Engineer Frank D. Fallain
 Consulting Engineer Gillett & Assoc.

W M R P

FLINT—1946—KBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By Methodist Radio Parish, Inc.
 Business-Studio Address 573 Mary St.
 Phone Number 3-5112
 Transmitter Location 3417 Lapeer Rd.
 Air Time Daytime
 Transcription Service UP
 Transcription Service Standard, SESAC
 Representative Best
 President Victor Longfield
 General Manager William H. Merford
 Chief Engineer Homer Blumerich
 Commercial Manager Mell Moss
 Chief Announcer Cliff Martin

WTAC

FLINT—1946—NBC

Frequency: 600 Kc. Power: 1000 Watts d.:
500 Watts n.
Owned-Oper. By Trendle-Campbell Bcstg.
Corp.
Business-Studio Address 740 S. Saginaw St.
Phone Number Flint 2-1136
Transmitter Location 6171 Center Rd.,
Grand Blanc
Air Time Unlimited
News Service UP
Transcription Service Lang-Worth
Representative Paul H. Raymer
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

WATC

GAYLORD—1950—BUNYAN

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By Midwestern Bcstg. Co.
Address Paul Bunyan Bldg., Traverse City
Phone Number Traverse City 2700
Representative Holman

Transcription Service Standard
News Service AP
President Lea Biederman
General Manager Mitch Gordon
Commercial Manager Johnny Cosseus
Program Director Ken Haven
Chief Engineer William Kiker
News Director Bob Durrett

WGHN

GRAND HAVEN—1951

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Grand Haven Bcstg. Co.
President Walter R. Hammel
General Manager Kerm Trimble

WFUR

GRAND RAPIDS—1947

Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Oper. By Furniture City Bcstg. Corp.
Business-Studio Address 430 Federal Square
Bldg.
Phone Number Gl. 6-9541
Trans. Loca. Garfield & Butterworth
Air Time Sunrise-sunset
News Service AP
Trans. Serv. Lang-Worth, Thesaurus
Representative Hil F. Best

**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.

MICHIGAN

Pres., Gen., Sta. Mgr. William Kuiper
Program Director Henry Bosch
Chief Engineer Jack Timmer
News Director Gordon Kibby
Farm Editor Lee Mathews
Musical Director Bob Beukema

WGRD

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
News Director Joseph C. Hooker
Chief Anncr., Pgm. Dir. Robert J. Whitcomb
Musical Director Jack Harrison
Chief Engineer Richard Groenevelt
Consulting Engineer Gautney, Ray & Price

WJEF

GRAND RAPIDS—1945—CBS

Frequency: 1230 Kc. Power: 250 Watts d.,
250 Watts n.
Owned-Oper. By Fetzer Bdcstg. Co.
Address 124 W. Mich. Ave., Kalamazoo
Phone Number Glendale 6-8512
Transmitter Location Pantlind Hotel
Air Time 6 a.m.-12:05 M.
News Service AP
Transcription Service Thesaurus
Representative Avery-Knodel, Inc.
Membership NAB, BAB
Pres., Gen. Mgr. John E. Fetzer
Pub. Dir., Sta. Mgr. Martin Giaimo
Commercial Manager John W. O'Harrow
Sales Promotion Manager Martin Giaimo
Production Supervisor Donald Richardson
Dir. of Public Affairs Dr. Willis F. Dunbar
Chief Engineer Carl E. Lee
Farm Editor Carleton W. Collin
Consulting Engineer Paul F. Godley

WLA V

GRAND RAPIDS—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Leonard A. Versluis
Trans. Loca. Add. 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 BAB
Owner Leonard A. Versluis

General-Commercial Mgr. Hy M. Steed
Sales Promotion Manager D. D. Knight
Program Director Bob Kirby
Production Director Dave Hoyle
Musical Director Carl Bergner
Chief Engineer Lee Stevens
Consulting Engineer George Davis

WOOD

GRAND RAPIDS—1924—NBC

Frequency: 1300 Kc. Power: 5000 Watts d.,
5000 Watts n.
Owned-Oper. By Grandwood Bdcstg. Co.
Address 1408 Grand Rapids Natl. Bank Bldg.
Phone Number 9-4211
Transmitter Location 633 - 60th St.
Air Time 5:30 a.m.-1 a.m.
Trans. Serv. Lang-Worth, World
Representative Kalz Agency
President H. M. Bitner, Sr.
Gen., Sta., Comm. Mgr. William Schroeder
Program Director Frank Sisson
Production Director Rudy Pessel
Publicity Director Howard Silbar
News Director Bob Runyon
Chief Engineer Robert Wilson
Farm Editor Dick Henry

WHTC

HOLLAND—1948

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 87 Central Avenue
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service World, Lang-Worth
Representative Grant
President W. A. Butler
Chief Engineer Millard C. Westrate
Prom., Comm., Gen., Sta. Mgr. Sandy Meek
Production Director Robert Nelson
Program Director Willard C. Wichers
Publicity Director William F. Young
Consulting Engineer Andrews Co.

WHDF

HOUGHTON—1929—MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Upper Michigan Bcstg. Co.
Phone Number Houghton
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
Prog. Dir., Chief Announcer Earl Norden
Technical Supervisor George L. Burgan

WMIQ

**IRON MOUNTAIN
ABC-NORTHERN**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By...Iron Mountain-Kingsford
 Bcstg. Co.
 Business-Studio Address..211 E. Ludington St.
 Phone Number2031
 Transmitter Location.....Pewabic Hill
 Air Time6:30 a.m.-12 M.
 News ServiceUP
 Transcription ServiceCapitol
 President.....Frank J. Russell
 General Manager.....Russell J. Staffeld
 Sta., Comm. Mgr.....William C. Johnson
 Program Director.....Merv Baldrice
 Chief Engineer.....Paul F. Anick

WIKB

IRON RIVER—1949—MBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....WIKB, Inc.
 Business-Studio Address.....Iron River Natl.
 Bank Bldg.
 Phone Number102-3
 Transmitter LocationCaspian
 Air Time6:55 a.m.-12 M.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeWalker
 President.....William L. Johnson
 Sta., Comm., Prom. Mgr. ...James F. Kauper
 Prod., Pgm. Dir.Bob Serenson
 Publicity DirectorJudith Garrett
 Chief Announcer.....Ralf Smith
 News DirectorLen Johnson
 Chief Engineer.....Eugene Kaari
 Consulting Engineer.....Andrew Engless

WJMS

IRON WOOD—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 Number20
 Transmitter Location.....Cary, Wis.
 Air Time7 a.m.-M.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeWalker
 President.....William L. Johnson
 General ManagerDonald R. Hoover
 Commercial Manager ..Eugene T. Callahan
 Music, Pgm. Dir.Laura Johnson
 News DirectorJohn LaForge
 Farm Edit., Prod. Dir., Chief Anncr. .Tom Kelly
 Chief Engineer.....Arne Dahlbacka
 Consulting EngineerAndrew F. Inglis

WJPD

ISHPEMING—1947—PBN-GOEBEL

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By....Ishpeming Bcstg. Co.
 Business-Studio Address.....Jenks Block
 Phone Number1892
 Transmitter Location.....Hwy. 41
 Air Time.....7 a.m.-10:30 p.m.
 News ServiceAP
 Transcription ServiceLang-Worth
 Pres., Gen., Sta. Mgr.....J. P. Deegan
 Promotion ManagerCarl B. Tupala
 Program DirectorPaul C. Crowley
 Musical Director.....Howard E. Swanson
 Chief Engineer.....Bernard R. Maloney

WIBM

JACKSON—1927—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned By.....WIBM, Inc.
 Transmitter Address2511 Kibby Rd.
 Phone Number6121
 Air Time.....6:30 a.m.-M.
 RepresentativeHal Holman, Forjoe
 PresidentHerman Radner
 Vice PresidentRoy Radner
 Station-Commercial Manager... William Cizek
 Prog. Dir., Chief Announcer..Jack Underwood
 Chief Engineer.....Charles Wirtanen
 Farm EditorM. K. McGregor

WGFG

KALAMAZOO—1947—ABC

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Oper. By.....Southwestern Michigan
 Bcstg. Co.
 Business-Studio Address...State Theatre Bldg.
 Phone Number4-0111
 Transmitter Location.....4154 Jennings Dr.
 Air Time6 a.m.-12 M.
 News ServiceUP
 Transcription ServiceStandard
 RepresentativeH-R Reps., Inc.
 PresidentHarold F. Gross
 General ManagerL. Joe Bolles
 Chief Engineer.....Carl E. Stephens
 Consulting EngineerKear & Kennedy

WKZO

KALAMAZOO—1923—CBS

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By.....Fetzer Bcstg. Co.
 Business Address124 W. Michigan Ave.
 Phone Number3-1223
 Transmitter Location...Route 2, Richards Dr.
 Air Time6 a.m.-12:05 a.m.
 News ServiceAP
 Transcription ServiceThesaurus
 RepresentativeAvery-Knodel
 MembershipNAB, BAB

MICHIGAN

President, Gen.-Station Mgr. John E. Fetzer
Comm.-Sales Prom. Mgr. John W. O'Harrow
Production Supervisor Harry E. Travis
Director Public Affairs Dr. Willis F. Dunbar
News Director Leonard Colby
Chief Engineer Carl E. Lee
Farm Editor Carleton W. Collin
Consulting Engineer Paul F. Godley

WILS

LANSING—1946—MBS

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Oper. By Lansing Bcastg. Co.
Bus.-Studio Address 407-11 N. Washington Ave.
Phone Number 2-1655
Transmitter Location Lowcroft St.
Air Time 6 a.m.-1 a.m.
News Service AP
Transcription Service Lang-Worth
Representative Rambeau
Pres., Gen., Sta., Comm. Mgr. W. A. Pomeroy
Chief Engineer John C. Pomeroy
Sales Prom. Mgr., Publ. Dir. Adrian Swets
Pgm., Prod. Dir. Alex Dillingham
Chief Announcer David Froh
News Director Landon Young
Musical Director Lee Tuttle
Farm Editor Hap Horriegan

WJIM

LANSING—1934—ABC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By WJIM, Inc.
Bus.-Studio Address Bank of Lansing Bldg.
Phone Number 2-1333-4-5
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service World, Standard
Representative H-R Reprs., Inc.
Comm., Sales Mgr. Roger S. Underhill
Pres., Gen., Sta. Mgr. Harold F. Gross
Program-Production Director Howard K. Finch
Publicity Director Alice Bancroft
Musical Director Derwood Carn
Chief Anncr., News Dir. John Maters
Chief Engineer C. X. Castle
Consulting Engineer Kear & Kennedy

WKLA

LUDINGTON—1944—ABC—KBS

Frequency: 1450 Kc. Power: 250 Watts d.,
250 Watts n.
Owned-Oper. By Raymond A. Plank
Address 204 East Ludington Ave.
Phone Number 842
Trans. Loca. E. Ludington Ave., at city limits.
Air Time Unlimited
Transcription Service UP
Representative Burn-Smith
Pres., Gen., Sta. Mgr. Raymond A. Plank

Sales Promotion Manager Jerry Breen
Prod., Pgm. Dir. Peter A. Mars
Chief Anncr., News Dir. Tom Mathews
Chief Engineer John Petters
Farm Editor Pete Mars

WDMJ

**MARQUETTE—1941—MBS
NORTHERN**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Lake Superior Bcastg. Co., Inc.
Business-Studio Address 4th & Wash. St.
Phone Number 616-7
Transmitter Location Garfield & Bluff Sts.
Air Time 6 a.m.-M.
Membership NAB, BAB
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. Robert Luke
Program Director Eldon Wallace
Prod., Music, Dir., Chief Anncr. John Dahl
Pub. Dir., Farm Edit. Russ Avi
Chief Engineer Gordon Brozek
Consulting Engineer N. Williams, Ostosh

WMDN

MIDLAND—1948

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Rich Publ. House, Inc.
Transmitter Address 298 S. Swede Rd.
Phone Number 4000
Air Time 6 a.m.-M.
News Service AP
Transcription Service Lang-Worth
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. Wolte
Consulting Engineer Nathan Williams

WCEN

MT. PLEASANT—1949

Frequency: 1150 Kc. Power: 1000 Watts d.,
500 Watts n.
Owned-Oper. By Paul A. Brandt
Address 112½ E. Bway
Phone Number 33-171, 21-501
Trans. Loca. So. Mission St.
Air Time Sunrise-Sunset
News Service AP
Trans. Serv. World, Standard
Membership NAB
Owner Paul A. Brandt
Gen., Sta. Mgr. Robert Meskill
Commercial Manager Ralph Garner

Sales Promotion Manager Chet Rogoza
 Program Director..... Jim Bailey
 Publicity Director Joe Cotter
 Prod., News, Music, Dir., Chief Anncr. J. Bailey
 Chief Engineer Steve Cole
 Chief Announcer..... Frank Robinson
 Farm Editor Frank Robinson

W K B Z

MUSKEGON—1926—ABC

Frequency: 850 Kc.....Power: 1000 Watts
 Owned-Oper. By..... Ashbacker Radio Corp.
 Business-Studio Address..... 432 Apple Ave.
 Phone Number 2-6051
 Transmitter Location..... Norton Township
 Air Time..... 6 a.m.-M.
 News Service UP
 Trans. Serv. Lang-Worth, Thescurus
 Representative For Joe
 Pres., Gen., Sta. Mgr..... Grant F. Ashbacker
 Comm., Prom. Mgr. Henry Z. Ungar
 Prod., Pgm. Dir. Robert Johnson
 Publicity Director..... B. L. Bennett
 Chief Announcer Steve Conrad
 News Director Dalton Hille
 Chief Engineer..... K. B. Pendleton
 Consulting Engineer E. C. Page

W K N K

MUSKEGON—1949—MBS

Frequency: 1600 Kc.....Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By..... Nick Kuris
 Address Federal Square
 Phone Number 32126
 News Service UP
 Representative Best
 President..... Nicholas W. Kuris
 General Manager..... Don Mann
 Program Director..... Chuck Bird
 Promotion Manager..... Bill Wolff
 Chief Engineer..... George Krevitzky
 Farm Editor..... A. Taber
 Traffic Manager..... Bud Pickel

W M U S

MUSKEGON—1947

Frequency: 1090 Kc.....Power: 1000 Watts d.
 Owned-Oper. Greater Muskegon Bcstrs., Inc.
 Business-Studio Address..... 1769 Peck St.
 Phone Number 2-7608
 Transmitter..... 4 Mi. E. Hway. 3L on Giles Rd.
 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

W O A P

OWOSSO—1948—GLN

Frequency: 1080 Kc.....Power: 250 Watts d.
 Owned-Operated By..... Argus Press Co.
 Transmitter Address 2300 N. Shiawassee
 Phone Number 980
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth
 Representative..... Joseph Hershey McGillyvra
 President..... J. E. Campbell
 Prom., Gen., Sta., Comm. Mgr. . M. H. Wirth
 News, Pgm., Prod., Pub. Dir., Chief Anncr...
 Merrill Walker
 Musical Dir., Chief Engr..... M. Carson
 Farm Editor..... J. Kinisky
 Consulting Engineer Craven, Lohnes & Culver

W M B N

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

W C A R

PONTIAC—1939

Frequency: 1130 Kc.....Power: 1000 Watts d.
 Owned-Operated By..... WCAR, Inc.
 Address 2146 S. Telegraph Rd.
 Phone Number..... Federal 3-7141
 Air Time..... Local sunrise-local sunset
 News Service AP, INS
 Representative..... John E. Pearson
 President, General Mgr..... H. Y. Levinson

W H L S

PORT HURON—1938—MBS-KBS

Frequency: 1450 Kc.Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By..... Port Huron Bdcstg. Co.
 Address 932 Military St.
 Phone Number 28536
 Transmitter Location 540 - 32nd St.
 Air Time 6 a.m.-2 a.m.
 Transcription Service UP
 Trans. Serv. World, Lang-Worth
 Repres. Hal Holman Co., Gene Grant & Co.
 Membership NAB, BAB
 Gen., Sta., Comm., Sales Prom. Mgr.
 John F. Wismer
 Prod., Pgm. Dir. Lyle A. Patterson
 Pub. Dir., Chief Anncr. Ernest O. Ferriby
 News Director Stanley G. Smith
 Chief Engineer Russel S. Thrun
 Farm Editor Lyle Patterson

W T T H

PORT HURON—1950

Frequency 1380 Kc. Power: 1000 Watts d.,
1000 Watts n.
Owned-Oper. By The Times Herald Co.
Address 903 Sixth St.
Phone Number 5171
Transmitter Location 3800 Dove Rd.
Air Time 6 a.m.-1 a.m.
News Service AP
Trans. Serv. World, Capitol, Standard,
Thesarus
Representative Weed & Company
Membership NAB, BAB
President Louis A. Weil
Gen., Sta. Mgr. F. Granger Weil
Commercial Manager William Weil
Program Director Alice Anderson
Chief Announcer Dick Sommerville
Chief Engineer Marion Stoner
Farm Editor Frank Harmon
Consulting Engineer E. C. Page

W H A K

ROGERS CITY—1948

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., Sta., Mgr., Chief Engr., Farm Edit.
Harvey A. Klann
Prom., Comm. Mgr. Albert Klann
Program Director H. E. Brege
News Director Ward Mayrand
Promotion Manager A. Klann
Musical Director Virginia Talaske

W E X L

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
Transmitter Location 2201 Woodward Hts.
Blvd., Ferndale
Air Time 6 a.m.-2 a.m.
News Service AP, INS
Transcription Service Standard
Representative Hil F. Best
Membership NAB
President George B. Hartrick
General Manager Jacob B. Sparks
Sta., Comm., Sales Prom Mgr., Pub. Dir.
Calver M. Hill
Pgm., News, Prod. Dir., Chief Anncr.
John Harrison
Musical Director John Harrison
Chief Engineer Garnet G. Sparks

W K N X

SAGINAW—1947

Frequency: 1210 Kc. Power: 1000 Watts d.
Owned-Oper. By Lake Huron Bdcstg. Corp.
Address 221 So. Wash. Ave.
Phone Number 3-4471-2-3
Transmitter Location Bridgeport
Air Time Sunrise-Sunset
News Service UP
Transcription Service Lang-Worth
Representative Hal Holman Co.
Membership NAB, BAB
Pres., Gen. Mgr. William J. Edwards
Vice-President Donald Williams
Secy-Treas., Sta. Mgr. Howard H. Wolfe
Production Director Don Sherman
Publicity Director Henry Scott
Chief Announcer Bob Dyer
Chief Engineer Max W. Thomas
Farm Editor Howard H. Wolfe
Consulting Engineer John Creutz

W S A M

SAGINAW—1940—NBC—GLN

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Saginaw Bdcstg. Co.
Address 117 West Genesee
Phone Number 2-8161
Transmitter Location 2000 Whittier
Air Time 6:30 a.m.-12 M.
News Service AP
Transcription Service Standard Radio
Representative Headley-Reed Co.
Membership NAB, BAB
Pres., Gen. Mgr. Milton L. Greenebaum
Commercial Manager Wm. J. Lofback
Sta., Sales Prom. Mgr. Jack D. Parker
Production Director Oscar Huff
Publicity Director Dan Lutzier
Chief Announcer Fred Krell
News Director Dan Lutzier
Director of Facilities Meredith Koerner
Chief Engineer Harold McCullen
Consulting Engineer Kear & Kennedy

W S G W

SAGINAW—1950—MBS

Frequency: 790 Kc. Power: 1000 Watts d.
Owned-Oper. By Booth Radio & TV Stations
Address Mason Bldg.
Phone Number 3-4456
Representative Pearson
Transcription Service World
News Service AP
Pres., Mngng. Dir. John L. Booth
Gen. Mgr. & Salesman Robert W. Phillips
Program Director Floyd W. Clark, Jr.
Promotion Manager Lorne T. Denton
Chief Engineer John T. Travers
Local Salesman Vincent Picard
News Director Frank Wells

W S O O

SAULT STE. MARIE—1940
ABC-NORTHERN

Frequency: 1230 Kc. Power: 250 Watts d.
100 Watts n.

Owned-Operated By . . . Hiawathaland Bcstg. Co.
Business-Studio Address . . 107 W. Portage Ave.
Phone Number 3000
Trans. Loca. Hwya. No. 2, 2 Mi. S. of City
Air Time 6:30 a.m.-12:05 a.m.
Membership NAB, BAB, MAB
President, General Manager . . Stanley R. Pratt
Sta., Comm. Mgr. Richard Y. Burnett
Mus., Prod., Pgm. Dir., Farm Editor . Ed. Krieger
Prom., Publicity Dir. Margaret Fountaine
Chief Announcer Charles Bergeson
News Director Homer Foster
Chief Engineer William F. Morris

W T C M

TRAVERSE CITY—1941
MBS—BUNYAN—KBS

Frequency: 1400 Kc. Power: 250 watts d.,
250 Watts n.

Owned-Oper. By Midwestern Bdcstg. Co.
Address Paul Bunyan Bldg.
Phone Number 2700-1
Transmitter Location Elmwood Township
Air Time 7 a.m.-11:30 p.m.
News Service AP
Transcription Service Langworth
Representative Hal Holman Co.
Membership NAB, BAB
President Les Biederman
General Manager R. E. Detwiler
Program Director Ken Haven
Chief Engineer Wm. H. Kiker
Consulting Engineer George C. Davis

MINNESOTA

Population 2,982,483—Increase +6.8% ('40-'50)—Radio Homes 766,160
Families 785,000—Stations in State 43

K A S M

ALBANY—1950

Frequency: 1150 Kc. Power: 500 Watts d.
Owned-Oper. By Stearns Co. Bcstg. Co.
Phone Number 160
Transcription Service Thesaurus
News Service UP
President William Blattner
General Manager Urban J. Kleppers
Promotion Manager John J. Nugent
Chief Engineer Clyde A. Weivoda

K A T E

ALBERT LEA—1937—ABC

Frequency: 1450 Kc. Power: 250 Watts n.,
250 Watts n.

Owner Albert Lea-Austin Bdcstg. Co., Inc.
Address 332 South Broadway
Phone Number 2338
Transmitter Location West Seventh St.
Air Time 6 a.m.-12 M.
Transcription Service UP
Representatives J. E. Pearson, Bulmer &
Johnson
Membership NAB, BAB
President Bennett O. Knudson
General Manager Anson Vann
Station Manager Margaret Haley
Program Director Jack Hoetger
Production Director Don Peterson
Chief Announcer Mel Grayson
News Dir., Farm Editor Duke Brewer
Chief Engineer Robert Holt

K X R A

ALEXANDER—1949

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Alexander Bcstg. Co.
Address Alexandria
Phone Number 1000
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Lang-Worth
Representative Lanson & Assoc.
Membership NAB
General Manager R. C. Brown
Commercial Manager Everette Q. Walters
Program Director Kenneth Bechtel
Chief Announcer Wayne Moody
Chief Engineer Gerald Lentz
Consulting Engineer Charles Persons

K A U S

AUSTIN—1948—MBS

Frequency: 1480 Kc. Power: 1000 Watts
Owned-Oper. By Cedar Valley Bcstg. Co., Inc.
Business-Studio Address 405A N. Main St.
Phone Number 8836
Transmitter Location 2½ Mi. S. of Austin
Air Time 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

K B U N

BEMIDJI—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Butler Bcstg. Co., Inc.
 Business-Studio Address 419½ Beltrami Ave.
 Phone Number 1900
 Transmitter Location Midway Dr.
 Air Time 7 a.m.-11:30 p.m.
 News Service UP
 Transcription Service SESAC
 Representative Walker
 Pres., Gen., Sta., Comm., Prom. Mgr., Pub. Dir.
 Edward W. Butler

Pgm., Prod. Dir. Gwentyth Butler
 Chief Anncr., Mus., News Dir. Ray Wright
 Chief Engineer Art Vandersluis
 Farm Editor Irv Miller
 Consulting Engineer Nat Williams

K L I Z

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

K B W W

BRECKENRIDGE—1948

Frequency: 1450 Kc. Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By Interstate Bdcstg. Corp.
 Address Wahpeton, N. D.
 Phone Number 567
 Transmitter Location Breckenridge
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Standard
 Membership NAB, BAB
 President Kline E. Bower
 Gen., Sta., Comm., Sales Prom Mgr.,
 Herbert E. Nelson
 Production Director Jack Freeborn
 News, Pgm. Dir., Chief Anncr. Geo. Kaufman
 Musical Director L. Mar Olson
 Chief Engineer Grant Unkenholz
 Farm Editor Virgil Fortner
 Consulting Engineers Chambers & Garrison

K R O X

CROOKSTON—1948—LBS

Frequency: 1260 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Operated By Crookston Bcstg. Co.
 Business-Studio Address Eagles Bldg.
 Phone Number 1260
 Transmitter Location 1.5 Mi. N. of Crookston
 Air Time 6 a.m.-2 a.m.
 News Service UP
 Transcription Service Thesaurus
 Representatives Donald Cook, Gene Grant,
 Lawson & Assoc.
 President D. A. McKenzie
 General Manager Garfield L. Fox
 Commercial Manager Jerome A. Dahlberg
 Sales Prom. Mgr. Ralph Melbye
 Program Director Edward J. Boh
 Publicity Director Frederick Shrimpton
 Chief Announcer Donald Mulvaney
 News Director Garry Fox
 Chief Engineer William J. Kiewel
 Musical Director Gordon Knauer
 Farm Editor Bruno Jerken
 Consulting Engineer George Bairey

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 2-2628
 Trans. Loca. 901 So. 63rd Ave. W.
 Air Time 24 Hours
 News Service AP
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 Membership NAB, BAB
 Pres., Gen. Mgr. Dalton Le Masurier
 Commercial Manager Odin S. Ramsland
 Prom., Mgr., Pub. Dir. Jack Brockway
 Pgm., Prod. Dir. Dick Lawrence
 News Director Bill Krueger
 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 2-2873
 Transmitter Location 3925 Tower Ave.,
 Superior, Wis.
 Air Time 6 a.m.-12 M.
 News Service UP
 Trans. Serv. Associated, SESAC, World
 Representative Ra-Tel
 President Morgan Murphy
 General Manager W. C. Bridges
 Station Manager Greg Rouleau

MINNESOTA

Publicity DirectorGail Cowles
News DirectorEarl Henton
Musical Director.....Gus Jackson
Chief Engineer.....Norman Gill
Farm EditorD. T. Grussendorf
Consulting EngineerC. B. Persons

W R E X

DULUTH—1948—MBS

Frequency: 1080 Kc. Power: 10,000 Watts d.
5000 Watts n.

Owned-Oper. By.....Lake Superior Bcstg. Co.
Business-Studio Address...213 E. Superior St.
Phone Number7-2911
Transmitter Location.....McCuen St.
Air Time.....6:30 a.m.-11:30 p.m.
News ServiceUP
RepresentativeWeed
PresidentThomas McCabe
Commercial ManagerJames R. King
Sta. Mgr., Chief Engr. ...William Lounsberry
News DirectoryLoren Paynter

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 Number226
Transmitter.....1/5 Mi. S. of Ely
News ServiceUP
Transcription Service.....SESAC, Cole
RepresentativeLawson
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—ABC

Frequency: 1340 Kc. Power: 250 Watts d.
250 Watts n.

Owned-Oper. ByWEVE
AddressPark Hotel
Phone Number991
Transmitter LocationEveleth
Air TimeUnlimited
Transcription ServiceLang-Worth
RepresentativeOrville Lawson
PresidentCarl Bloomquist
General ManagerArthur F. Nelson
Program DirectorJoe Cerar
Chief EngineerMel Lasky

K D H L

FARIBAULT—1948

Frequency: 920 Kc. Power: 1000 Watts
Owned-Oper. ByLee-Smith Bdcstg. Co.
Business-Studio Address...213 Central Ave.

Phone Number2312
Transmitter Location.....Hwy. 65
Air Time.....6 a.m.-M.
News ServiceAP
Transcription ServiceStandard
RepresentativePearson, Lawson
General Mgr.....Herbert H. Lee
Commercial Mgr.....Palmer Dragsten
Program Dir.....Jergen D. Nash
Musical DirectorMera Ballis Frydenlund
Chief EngineerJohn E. Hyde, Jr.

K S U M

FAIRMONT—1949—MBS

Frequency: 1370 Kc. Power: 1000 Watts
Owned-Oper. ByFairmont Bdcstg. Co.
Address306 North Park St.
Phone Number1370
Transmitter LocationLair Road
Air Time6 a.m.-12 M.
News ServiceUP
RepresentativeWalker Co., Lawson
Trans. Serv.Standard, Thesaurus
MembershipNAB
PresidentLeo J. Seifert
General ManagerFrank Endersbe
Program DirectorEverett Ohrt
News DirectorTom Murphy
Musical DirectorLowell Stewart
Chief EngineerWalton Wilson
Consulting Engineer ...Chambers & Garrison

K G D E

FERGUS FALLS—1926
MBS-GREAT NORTHERN

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Fergus Radio Corp.
Business-Studio Address.....Fergus Falls
Phone Number3986
Transmitter Location.....Hwy. 3
Air Time.....6 a.m.-M.
News ServiceAP
RepresentativeWalker
MembershipNAB
Secy-Treas., Exec. Dir.....Harold L. Dell
Station ManagerDon L. Albertson
Asst. Mgr.....Frederic T. Dell
Chief EngineerHarold E. Allen

K B Z Y

GRAND RAPIDS—1948—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By.....Itasca Bcstg. Co.
Phone Number198
Transmitter Location.....Grand Rapids
Air Time7 a.m.-11 p.m.
News ServiceUP
Transcription ServiceLang-Worth
RepresentativeBulmer & Johnny
General ManagerRobert D. Kennedy
Program DirectorBul Germ
Chief EngineerRoss A. Fessenmeyer

W M F G

**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. Hollingbery
President Morgan Murphy
General Manager W. C. Bridges
Commercial Mgr. Oscar H. Peterson
Pgm., Dir., Prom. Mgr. Ruth E. Coe
Chief Engineer Norman Gill

K T O E

MANKATO—1950—ABC

Frequency: 1420 Kc. Power: 1000 Watts
Owned-Oper. By. Minnesota Valley Bcstg. Co.
Phone Number 4537
News Service UP
President H. W. Linder
General Manager D. O. Linder
Program Director Wayne Mack
Chief Engineer Don Ranniger

K Y S M

**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 6 a.m.-1 a.m.
News Service UP
Transcription Service Standard, Thesaurus
Representative John E. Pearson
Membership NAB, BAB
Gen. Station-Comm. Mgr. John F. Meagher
Sales Promotion Manager Ernest Ashley
Pro., Pgm. Dir. Bob Gardner
Chief Announcer Chuck Pasek
Musical Director Maurice Piché
News Director Julian Hoshal
Chief Engineer James Houts
Farm Editor Don Redcliffe
Consulting Engineer George C. Davis

K M H L

**MARSHALL—1946—MBS
DAIRYLAND**

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By. Harry W. Linder
Business-Studio Address. KMHL Bldg.
Phone Number 2282-3
Transmitter Location 1/2 Mi. E. of City

Air Time 6 a.m.-M.
News Service UP
Representative John E. Pearson
Owner, Chief Engr. Harry W. Linder
General Manager Gilmore F. Frayseth
Program Director Homer L. Lane
Chief Announcer Bob Wagner
Chief Engineer Bill Linder
Farm Editor F. J. Meade

K E Y D

MINNEAPOLIS—1948

Frequency: 1440 Kc. Power: 5000 Watts d.
Owned-Operated By. Family Bcstg. Corp.
Business-Studio Address. 15 N. Ninth St.
Phone Number Lincoln 8451
Transmitter Location Golden Valley
Air Time 6 a.m.-Sundown
News Service AP
Transcription Service Standard
Representative Rambeau
Membership NAB, BAB
President Henry Klages
Sta., Gen. Mgr. Lee L. Whiting
Commercial Manager Harold A. Winther
Prod., Pgm. Dir. Harry Zimmerman
Musical Director James Allen
Chief Engineer Harvey V. Headen
Consulting Engineer Frank H. McIntosh

W C C O

MINNEAPOLIS—1924—CBS

Frequency: 830 Kc. Power: 50,000 Watts
Owned-Oper. By. Columbia Bcstg. System, Inc.
Business-Studio Address. 625 Second Ave. S.
Phone Number Main 1202
Transmitter Location Anoka
Air Time 5 a.m.-1 a.m.
News Service AP, UP
Transcription Service Lang-Worth
Representative Radio Sales
Sta., Gen. Mgr. Eugene Wilkey
Commercial Manager Carl S. Ward
Sales Prom. Mgr., Pub. Dir. Tony Moe
Program Director Robert P. Sutton
News Director Wiley S. Maloney
Musical Director Wallace Olson
Chief Engineer J. J. Beloungy
Farm Editor Larry Haeg

W D G Y

MINNEAPOLIS—1923

Frequency: 1130 Kc. Power: 50,000 Watts d.:
25,000 Watts n.
Owned-Oper. By. Twin Cities Bcstg. Corp.
Business-Studio Address. Hotel Nicollet
Phone Number Bridgeport 2271, Midway 6363
Transmitter Location 103rd & Lyndale Ave. S.
Air Time 6 a.m.-M.
News Service AP

MINNESOTA

Transcription Service Standard
Representative Avery-Knodel
Membership NAB
President James Stuart
Comm., Sta. Mgr. Harry D. Peck
Program Director Robert L. Heunisch
News Director John Leslie
Chief Engineer Charles W. Winkler
Consulting Engineer John Creutz

W L O L

MINNEAPOLIS—1940—MBS

Frequency: 1330 Kc. Power: 5000 Watts
Owned-Oper. By Independent Bcdstg. Co.
Business-Studio Address. 1730 Hennepin Ave.
Phone Number. Atlantic 0406, Midway 4043
Transmitter Location. 1370 Davern, St. Paul
Air Time Unlimited
News Service UP
Representative John Blair
President Ralph L. Atlas
V.P., Gen., Sta. Mgr. C. T. Hagman
Commercial Manager Samuel N. Nemer
Sales Prom., Pgm., Prod., News, Pub. Dir. ...
Jack Sweeney
Musical Director Vern Rooney
Studio Engineer Gene Brautigam
Transmitter Engineer Merle Bjork
Consulting Engineer E. C. Page

W P B C

MINNEAPOLIS—1949

Frequency: 980 Kc. Power: 500 Watts d.
Owned-Oper. By People's Bdcstg. Co.
Address 1133 Stinson Blvd
Phone Number Granville 4356, Prior 3181
Trans. Loca. 1133 Stinson Blvd.
Air Time Daytime
News Service UP
Transcription Service Lang-Worth
Representative Sears & Ayer, Inc.
Pres., Gen., Sta., Comm. Mgr. W. V. Stewart
Sales Prom. Mgrs. . J. Kane & L. Sherman, II
Pgm., Prod., Pub. Dir. Becky Ann Stewart
Chief Anncr., News Dir. Gary Healy
Chief Engineer Sumner Rasmussen
Consulting Engineer ..Gautney, Ray & Price

W T C N

MINNEAPOLIS-ST. PAUL—1934 ABC-DAIRYLAND

Frequency: 1280 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By Minnesota Bcstg. Corp.
Business-Studio Address. Radio City, 50 S.
Ninth St.
Phone Number Lincoln 0552, Nestor 8661
Transmitter Location. 2235 N. Snelling
Air Time 6 a.m.-M.
News Service AP, UP
Transcription Service Associated, Capitol

Representative Free & Peters
Membership NAB
President William J. McNally
Gen., Sta. Mgr. F. Van Konynenberg
Commercial Manager Robert N. Ekstrum
Program Director Judy Bryson
Broadcast Operations C. D. Miller
Prom. Mgr., Pub. Dir. C. J. Rain
Chief Anncr., News Dir. Jack Bell
Musical Director William Metchnek
Chief Engineer John Sherman
Farm Editor Robert Carlson
Consulting Engineer John M. Sherman

K V O X

MOORHEAD—1937 MBS-GREAT NORTHERN

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By KVOX Bcstg. Co.
Business-Studio Address ..Fred. Martin Hotel
Phone Number 3-1522
Transmitter Location. 14th St. & 12th Ave. So.
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service World
Representative Walker, Lawson
Membership NAB, BAB
President E. J. McKellar
General-Station Manager M. M. Marget
Chief Anncr., Pgm. Dir Dale Howard
Chief Engineer Don Geiken

K N U J


NEW ULM—1949

Frequency: 860 Kc. Power: 1000 Watts d.
Owned-Oper. By KNUJ, Inc.
Address 308½ N. Minn. St.
Phone Number 904, 905-6
Air Time Daytime
Transmitter Location So. Bridge St.
News Service AP
Transcription Service Lang-Worth
Membership NAB
President W. K. Mickelson
General Manager Bernard L. Young
Sales Promotion Manager John H. Acker
Program Manager Wip Robinson, III
Promotion Manager George Korenchen
Chief Engineer Leon Brauhn

K A A A

RED WING—1949

Frequency: 1250 Kc. Power: 1000 Watts d.
Owned-Oper. By Red Wing Bdcstg. Co.
Address Red Wing
Phone Number 3511
Trans. Loca. ½ Mi. So. Red Wing
Air Time 6 a.m.-Local Sunset
News Service AP
Transcription Service Associated
President Fred C. Clarke



**IF KSTP WORE
SERVICE BARS
FOR RENEWALS...**

**Average Spot Contract Life on
KSTP since 1928 ... 11¹/₄ years.
Proof of KSTP's remarkable
Consumer Influence.**

KSTP-TV is the Television Service of ...

**50,000 WATTS - CLEAR CHANNEL
KEY STATION FOR THE NORTHWEST NETWORK
EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
Represented Nationally by Edward Petry & Co.**



MINNESOTA

Comm., Sta., Gen. Mgr.Maxine Jacobs
 Operations ManagerJohn Williams
 Prod., Pgm. Dir.Peter Lyman
 Publicity DirectorJohn Williams
 Chief Annrc., Music. Dir.Peter Lyman
 Chief EngineerFred C. Clarke
 Farm EditorJohn Williams
 Consulting Engineer.....Fred C. Clarke

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 Number2-2757
 Transmitter LocationOrchard Acres
 Air Time.....6 a.m.-M.
 News ServiceUP
 Transcription ServiceStandard Library
 RepresentativePearson
 MembershipNAB, BAB
 President.....Alice P. Mayo
 General ManagerWalter T. Bruzek
 Commercial Manager.....Robert A. Fick
 Program DirectorRobert C. Bouchier
 Publicity DirectorMary Sexton
 News DirectorDonald Wright
 Chief Engineer.....Boynton Hagaman

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 Number3924
 Transmitter Location.....Cascade Township
 Air Time.....6 a.m.-M.
 News ServiceUP
 Transcription ServiceThesaurus
 Representatives ...Bulmer & Johnson, Ra-Tel
 MembershipNAB, BAB
 President.....Mrs. G. P. Gentling
 General ManagerG. David Gentling
 Sta. Mgr., Pgm. Dir.....Cal Smith
 Commercial ManagerJerry Brataas
 Sales Prom. Mgr., Pub. Dir.Jim Faber
 Chief Announcer.....Joe Foss
 Sports DirectorBernie Lusk
 News DirectorRay Thompson
 Musical Director.....Jerry Boyum
 Chief Engineer.....Bob Cross
 Farm EditorJim Faber

KFAM

ST. CLOUD—1938 NBC-NORTHWEST

Frequency: 1450 Kc.....Power: 250 Watts
 AddressWeber Bldg.

Phone Number3330, 3331
 Trans. Loca.Hwy. 152, 2 Mi. So. of city
 Air Time6 a.m.-12 M.
 News ServiceAP
 Transcription ServiceThesaurus
 RepresentativesPearson, Lawson
 MembershipNAB, BAB
 Pres., Gen. Mgr.Frederick C. Schilplin
 Sta. Mgr., Pub. Dir.Cliff Sakry
 Commercial ManagerJohn F. Green
 SalesmanDon Orth
 Sales Promotion ManagerJohn F. Green
 Prom. Mgr., Pgm. Dir.Patricia M. Rieder
 Prod., News Dir., Chief Annrc. ..Gene Nelson
 Musical Dir., Farm EditorCliff Sakry
 Chief EngineerRobert Witschen

WJON

ST. CLOUD—1950—ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Granite City Bcstg. Co.
 Address.....St. Cloud Hotel
 Phone Number1240
 RepresentativeRa-Tel
 Transcription ServiceWorld
 News ServiceUP
 President.....Max H. Lavine
 General Manager.....W. C. Porson
 Commercial Manager.....Paul T. Zaborik
 Program Director.....Wallace MacBrear
 Promotion Manager.....Norman Vance
 News Director.....Robert Wayne
 Chief Engineer.....Robert Muchow

WMIN

ST. PAUL—1936

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WMIN Bcstg. Co.
 Business-Studio Address....538 Hamm Bldg.
 Phone Number.....Garfield 1361
 Transmitter Location.St. Anthony at Frontenac
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceAssociated
 RepresentativeRadio Reps
 MembershipNAB
 V.P., Gen., Sta. Mgr.....Frank M. Devaney
 Commercial Manager.....N. L. Benton
 Pgm. Dir., Chief Annrc.....Norman Page
 Publicity Director.....Richard Stevens
 Chief Engineer.....Warren B. Fritze

KSTP

ST. PAUL-MINNEAPOLIS—1928-NBC

Frequency: 1500 Kc.....Power: 50,000 Watts
 Owned By.....KSTP, Inc.
 Bus.-Studio Address.....3415 University Ave.
 Phone NumberPrior 2717
 Trans. ... County Rd. C. & Hwy. 61, St. Paul
 Air Time6 a.m.-1 a.m.
 News ServiceAP, UP

MINNESOTA

Transcription Service.....Thesaurus, World,
Lang-Worth
RepresentativeEdward Peury
MembershipNAB
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
Technical Supervisor.....John McMahon
Consulting EngineerAndrew D. Ring

W S H B

STILLWATER—1949—KBS

Frequency: 1220 Kc.....Power: 250 Watts
Owned-Operated By.....St. Croix Bcstg. Co.
Address.....126 S. Main St.
Phone Number46
Air TimeUnlimited
News ServiceUP
Transcription ServiceLang-Worth
RepresentativeBulmer & 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-Oper. ByHenry K. Arneson
Address1313 North Main Ave.
Phone Number13, 14
Air Time6 a.m.-12 M.
News ServiceUP
Transcription ServiceLang-Worth
RepresentativeBulmer & Johnson, Inc.
MembershipNAB, BAB
General ManagerHenry K. Arneson
Station ManagerWendell F. Husebo
SalesmenGlenn Simpson & James Bailey
Program DirectorAlverda Noel
Production Director.....Wendell Husebo
Pub., News Dir.Katherine Barzen
Musical DirectorElaine Thompson
Chief EngineerHenry J. Bothman
Farm EditorKatherine Barzen
Consulting EngineerMay & Bond

W H L B

VIRGINIA—1936—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Head of the Lakes Bcstg.
AddressVirginia
Phone Number.....Virginia 2000
Transmitter Location17th & 6th Ave So.
Air Time6 a.m.-11:05 p.m.
News ServiceAP
Transcription ServiceWorld, SESAC
RepresentativeRa-Tel, Bulmer & Johnson
MembershipNAB

PresidentMorgan Murphy
General Manager.....Waller Bridges
Prod. Pub. Dir., Sta., Comm.....Chet Thurston
Pgm., Pub. Dir.Alys Mae BeBride
News DirectorBob Mattson
Chief Engineer.....Norman Gill
Farm Editor.....August Neubauer
Consulting EngineerC. Persons

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 Number920-1
Transmitter Location5 Mi. S. City
Air Time6 a.m.-12 M.
News ServiceUP
TranscriptionSesac
RepresentativesBulmer & Johnson
President.....C. V. Phillips
Gen., Sta., Comm. Mgr.....Carl E. Holt
Pgm., Prod., Pub., News Dir.James Buchan
Chief Engineer.....M. F. Mickelson

K W L M

WILLMAR—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Lakeland Bcstg. Co.
Business-Studio Address.....307 W. 6th St.
Phone Number1340
Transmitter Location.....Foot Lake
Air Time6 a.m.-M.
News ServiceUP
Transcription ServiceCole
RepresentativeJohn E. Pearson
MembershipNAB, BAB
President, Gen. Mgr.....H. W. Linder
Comm. Mgr., Prog. Dir.Jack Lynch
Chief Engineer.....Willard Linder

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 Number3314
Transmitter LocationTower Bluff
Air Time.....6 a.m.-M.
News ServiceAP
Transcription ServiceWorld
Representative.....John E. Pearson
MembershipNAB, BAB
President.....M. H. White
General Manager.....Ken Marsh
Commercial Manager.....Red Hurd
Prom. Mgr., Pub. Dir.....David Moffitt
Chief Announcer.....Charles Williams
News Director.....Gordon Holte
Chief Engineer.....Stanley Johnson

K W O A

WORTHINGTON—1947

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By.. Worthington Bcstg. Co., Inc.
Phone Number.....2-7301, 2-7311
Transmitter Location.....4 Mi. W. of City
Air Time Sunrise-sunset
News Service UP
Transcription Service Lang-Worth

Representative.....Bulmer & Johnson
Membership NAB, BAB
President.....R. W. Olson
General Manager.....R. E. Shepard
Commercial Mgr.....George Lasley
Pgm. Dir., Chief Anncr.....Roger Russell
News Director.....Ty Mack
Musical Dir.....Duane Renneo
Chief Engineer.....Clinton W. Knapp
Farm Editor.....Mervin Gardner

MISSISSIPPI

Population 2,178,914—Increase —0.2% ('40-'50)—Radio Homes 434,340
Families 543,600—Stations in State 42

W L O X

BILOXI—GULFPORT—1949—MBS
KBS—MISS.

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By.....WLOX Bcstg. Co.
Bus.-Studio-Transmitter Address...Buena Vista
Hotel
Phone Number5581-2
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

Address.....Highway No. 45-S
Phone Number678
Transcription Service Capitol
News Service UP
President.....E. O. Roden
General Manager.....W. T. McClain
Commercial Manager.....D. Brown Carter
Program Director.....Chad Lassiter
Chief Engineer.....L. A. Bryan

W V M I

BILOXI—1950

Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Radio Associates
Address.....P. O. Box 152
Phone Number6961
Representative.....Devney
Transcription Service..Thesaurus, Lang-Worth
Air Service UP
Pres., Gen., Comm. Mgr...Odes E. Robinson
Chief Engineer.....Richard E. O'Donnell
Prom. Mgr., Prod., News Dir.....Gene Allen
Farm Editor.....Bob Campbell

W B I P

BOONEVILLE—1950

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By.....Booneville Bcstg. Co.

WHY IS AP
THE BEST?

BECAUSE—AP is faster,
more complete,
more accurate
than any other
news service.

W J M B

BROOKHAVEN—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Brookhaven Bcstg. Co.
 Phone Number 1298
 Transmitter Location Highway 51
 News Service AP
 Air Time 6 a.m.-11 p.m.
 Transcription Service World. Lang-Worth,
 Ullman Jinglelibrary
 Representative Continental
 Membership NAB, BAB
 Pres., Comm., Gen. Mgr. Tullius Brady
 Station Mgr., Prog. Prod. Dir. Guy Harris
 Chief Engineer Tom Pharris

W R O X

CLARKSDALE—1943—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Birney Imes, Jr.
 Address 257½ Delta Ave.
 Phone Number 1566-2467
 Transmitter Location Delta Ave.
 Air Time 5:30 a.m.-11:30 p.m.
 Representative Radio Sales & Service
 Membership NAB, BAB
 President Birney Imes, Jr.
 General Manager Bob McRaney
 Station Manager P. B. Hinman
 Chief Engineer C. D. Graves

W C L D

CLEVELAND—1949—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Cleveland Bcstg. Co., Inc.
 Address Trans. Highway 61, S.
 Phone Number 990
 Air Time 6 a.m.-10:00 p.m.
 News Service AP
 Transcription Service World
 Station Representative McGillvra
 Membership NAB, MBA
 President Lowry Tims
 Gen., Sta. Mgr. Melvin C. Lee
 Commercial Manager "Rusty" Pausch
 Sales Promotion Manager Russell N. Pausch
 Program Director Dorothy Guereri
 Prod. Dir., Chief Announcer Claude Rainey
 Musical Director Lawrence Feduccia
 Chief Engineer John J. Gilmore
 Consulting Engineer W. M. Ellington

W C J U

COLUMBIA—1946—KBS-MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Lester Williams, WCJU, Inc.
 Address So. Main St.
 Phone Number 735
 Transmitter Location Hiway 24 South

Air Time 6 a.m.-10:15 p.m.
 News Service AP
 Transcription Service World, Keystone
 Membership MBA
 Pres., Gen., Comm. Mgr. Lester Williams
 Asst. Sta. Mgr. Charles E. Newman, Jr.
 Prod. Dir., Chief Annocr. Bill Barrett
 News, Musical Dir. Paul Dantin
 Chief Engineer Ray Tolar
 Farm Editor Harry Mauldin

W A C R

COLUMBUS—1950—MISS.

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Oper. By Miss. Bcstg. Co.
 Transcription Service Standard
 News Service UP
 Pres., Gen. Mgr. Withers Gavin

W C B I

**COLUMBUS—1940
 MBS—KBS-MID SOUTH**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Birney Imes, Jr.
 Business-Studio Address Gilmer Hotel
 Phone Number 1313-1430
 Transmitter Location River Bridge

AP SELLS

For Stations and Sponsors —

For instance **WAML**

"Our success is due largely
 to the excellent writing and
 accuracy of The Associated
 Press radio report."

GRANVILLE WALTERS,
 General Manager,
WAML, Laurel, Miss.

MISSISSIPPI

Air Time Unlimited
News Service AP
Representative Mid South Network
Membership NAB
President Birney Imes, Jr.
Gen., Sales Prom. Mgr. Bob McRaney
Station-Comm. Mgr. James Eatherton
Program Director Walter Kennedy
Prod. Dir., Chief Announcer. Dick Crago
Publicity Director Bob McRaney
Chief Engineer Thomas McFerrin
Farm Editor Chuck Delaney

WCMA

CORINTH—1945—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By ... Corinth Bcstg. Co., Inc.
Business-Studio Address Ray Bldg.
Phone Number 5575
Transmitter Location Hwya. No. 72 E.
Air Time 5:30 a.m.-M.
News Service UP
Transcription Service World
Representative Burn-Smith
Membership NAB
President Dr. Frank M. Davis
General Manager Aaron B. Robinson
Sta., Sales Prom. Mgr. John E. Bell
Program Director William H. Mathews
Commercial Manager Joe P. Van Dyke
Chief Announcer Jack Dill
Chief Engineer James D. Anderson
Farm Editor Thomas J. Williams
Consulting Engineer Kear & Kennedy

WGVM

GREENVILLE—1948

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Operated By ... Cotton Belt Broadcasting Co.
Bus.-Studio Address 316 Washington Ave.
Phone Number 4559
Transmitter Location Old Leland Road
Air Time 5 a.m.-Sunset
News Service UP
Transcription Service Standard
Representative Devney, Reiss
General Manager David M. Segal
Prom. Comm. Sta. Mgr. Edward M. Guss
Prod., Pub. Director. Wallace D. Hoy
Chief Engineer Welton H. Jetton
Consulting Engr. Lee E. Baker

WJPR

GREENVILLE—1939—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By ... Radio Services Co., WJPR
Business-Studio Address 107 So. Poplar St.
Phone Number 9040-9049
Transmitter Location. End of Pollackover Levee
News Service AP
Transcription Service World

Representative Sears & Ayer
Membership NAB
Pres., Gen. Sta. Mgr. Emmet H. McMurry
Commercial Manager Frank W. Baldwin
Program Director Barbee Ashley
Sales Prom. Mgr., Pub. Dir. Pat Avery
Production Dir. Margo Stephens
Chief Announcer Bill McHan
News, Musical Director. Barbee Ashley
Chief Engineer Ray Allen
Farm Editor Thomas Golding
Consulting Engr. Harold B. Rothrock

WABG

GREENWOOD—1950

Frequency: 960 Kc. Power: 1000 Watts d.
(C.P.: 1000 Watts d., 500 Watts n.)
Owned-Oper. By Greenwood Bcstg. Co.
Address 222 Howard St.
Transcription Service World
Pres., Gen. Mgr. Cy Bahakel

WGRM

GREENWOOD—1937
NBC-KBS-MBS

Frequency: 1240 Kc. Power: 250 Watts
Operated By P. K. Ewing
Phone Number 1900-1
Studio-Transmitter Location Walnut St.
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Capitol
President P. K. Ewing
General Manager F. C. Ewing
Commercial Manager Van Power

WNAG

GRENADA—1949—MBS-KBS
MID-SOUTH

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Birney Imes, Jr.
Trans. Address Barwin Hotel
Phone Number 740
Air Time 5:58 a.m.-11 p.m.
Representative Mid-South Network
General Manager Bob McRaney
Sta., Comm. Mgr., Prog. Prod.
Pub. Dir. Monroe Looney
Chief Announcer Eng. Charles Aldridge
Consulting Engr. Dixie Engineering

WGCM

GULFPORT—1929—ABC
LBS AND KEYSTONE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By WGCM Bcstg. Co.
Address Hewes-Martin Bldg.
Phone Number 1110
Transmitter Location Arlington Heights

MISSISSIPPI

Air Time: 5:55 a.m.-M.
 News Service AP
 Transcription Service World
 Station Representative Sears & Ayer, Inc.
 Membership NAB
 Pres., Owner & Gen. Mgr. Hugh O. Jones
 Prog. Dir., Sta. Mgr. C. Edwin Vann
 Commercial Manager Mrs. O. I. Owens
 Sales Promotion Manager Dorothy Russum
 Publicity Director Thomas Davis Berry
 Chief Engineer Charles T. Hook
 Consulting Engineer Ring & Clark

WFOR

HATTIESBURG—1925—KBS-REBEL

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Forrest Bcstg. Co.
 Address 302 Hemphill St.
 Phone Number 1866
 Transmitter Location West 7th St. & 25th Ave.
 Air Time 5:30 a.m.-11:05 p.m.
 News Service UP
 Transcription Service World
 Station Rep. George P. Hollingbery Co.
 Membership NAB, BAB
 Pres., Gen., Sales Mgr. C. J. Wright, Jr.
 Program Director Carl Anderson
 Prod., Pub. Director Bud Norval
 News Dir., Farm Edit. Jack Dix
 Musical Director Ed. Jenkins
 Chief Engineer B. B. McLemore
 Consulting Eng., Broadcast Engineering Service

WHSY

HATTIESBURG—1948—ABC-LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Hub City Bcstg. Co. Inc.
 Address P. O. Box 1008
 Phone Number 3180
 Transmitter Location Highway 11 North
 News Service Lang-Worth
 Station Rep. Joseph Hershey McGillvra Inc.
 Membership NAB, BAB
 President Charles W. Holt
 Gen., Sta. Mgr. Vernon J. Cheek
 Commercial Manager Frank Hollifield
 Sales Promotion Manager Bob Robinson
 Pgm., Prod. Dir. Connie Holt
 Publicity Director Thomas N. Kern
 Chief Announcer, News Dir. Jerry Williams
 Chief Engineer Charles Sharpling
 Farm Editor Claud Fewell
 Consulting Engineer C. Shelkolsky

WJDX

JACKSON—1929—NBC

Frequency: 1300 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By Lamar Life Ins. Co.

Business Address P. O. Box 2171
 Phone Number 2-1183
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus, MacGregor,
 Lang-Worth, Cole, Capitol, World
 Representative George P. 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 UP
 Transcription Service Standard
 President, General Manager Withers Gavin

WJXN

JACKSON—1945—LBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Jackson Bcstg. Co.
 Address Deposit Guaranty Bank Bldg.
 Phone Number 2-6673
 News Service AP
 Transmitter Location Fair Grounds
 Air Time 6 a.m.-12 M.
 Representative Metropolitan
 Gen. Comm. Mgr. James T. Ownby
 Sales Prom. Mgr. Hy Davis
 Chief Announcer Mike O'Reilly
 Musical Director Betty Wright
 Chief Engineer Thomas Patterson
 Consulting Engr. Claude Gray

WRBC

JACKSON—1947—MBS

Frequency: 620 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By Rebel Bcstg. Co., Inc.
 Business-Studio Address 125 So. Lamar
 Phone Number 5-1562
 Transmitter Location 3 Mi. NE City
 Air Time 5:30 a.m.-M.
 News Service AP
 Transcription Service Associated
 Representative Branham
 Membership NAB, BAB
 Gen., Sales Mgr. J. W. Carlier
 Prog. Dir., Farm Editor Forrest Cox
 Production Director Les Birchfield
 Chief Engineer G. G. Benson

W S L I

JACKSON—1938—ABC

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Oper. By... Standard Life Bcstg. Co., Inc.
 Business Address... P. O. Box 1847
 Phone Number... 3-2788
 Transmitter Location... Hwy. 51 N.
 Air Time... 5:30 a.m.-12 M.
 News Service... AP
 Transcription Service... World
 Representative... Weed
 Membership... NAB, BAB
 President... W. R. Newman
 General-Station Manager... L. M. Sepaugh
 Commercial Manager... F. E. Wilkerson, Jr.
 Sales Promotion Manager... B. M. Files
 Prod. Prog. Director... B. K. Smith
 Publicity Director... M. B. Wray
 Chief Announcer... Bill Lohmeier
 Musical Director... Roger Noble
 Chief Engineer... C. A. Perkins
 Farm Editor... Jim Neal
 Consulting Engr... A. D. Ring

W K O Z

KOSCIUSKO—1947—LBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Kosciusko Bcstg. Co.
 Business Address... P. O. Box 392
 Phone Number... 782
 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

W A M L

LAUREL—1932—NBC-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... World
 Representative... George P. Hollingbery
 Membership... NAB, BAB
 President... Harold Matison
 General-Station Manager... Granville Walters
 Commercial Manager... M. M. Caver
 Pub. Program Director... Stanley Walters
 Prod. Dir., Farm Editor... Granville Walters
 Chief Announcer, News Dir... Ed Breland
 Musical Director... Paul Carlisle
 Chief Engineer... Clyne Graves

W L A U

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
 Chief Engineer... Ed Pierce

W M B C

MACON—1946—MISS.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... Mississippi Bcstg. Co., Inc.
 Address... Thomas Jefferson Hotel
 Phone Number... 310
 Transmitter Location... Old Starkville Rd.
 Air Time... 6 a.m.-M.
 News Service... UP
 President, General Manager... Withers Gavin

W A P F

McCOMB—1948—KBS

Frequency: 1010 Power: 250 Watts
 Owned-Operated By... S. W. Bcstg. Co. of Miss.
 Address... 209½ Main St., Box 604
 Phone Number... 1884
 Transmitter Location... Hiway 24 West
 News Service... UP
 Transcription Service... Lang-Worth
 Pres., Gen., Sta. Mgr... Louis Alfrod
 Commercial Manager... Bill Tyler
 Sales Promotion Manager... Philip Brady
 Program Director... Carl Austin
 Production Director... Mal Jones
 Publicity Director... Mack Smith
 News Director... Meredith Burch
 Musical Director... Bonnie Sanders
 Chief Engineer... Phillip Brady
 Farm Editor... Mack Smith
 Consulting Engineer... George B. Bairy

W S K B

McCOMB—1937—MISS.-PBS

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
 Pres., Gen., Comm. Mgr... George Blumenstock
 Program Director... Julia Blumenstock
 Promotion Manager... Al Baxter
 Chief Engineer... Robert Louis Sanders

MISSISSIPPI

W C O C

MERIDIAN—1926—CBS-MISS.

Frequency: 910 Kc. Power: 5000 Watts d.; 1000 Watts n. Owned-Oper. By Mississippi Bcstg. Co., Inc. Business-Studio Address Threefoot Bldg. Phone Number 7714 Transmitter Location Hwy. 45 North Air Time 6 a.m.-12:10 a.m. News Service UP Transcription Service Standard President, General Manager Withers Gavin

W M O X

MERIDIAN—1946 MBS-KBS-MIDSOUTH

Frequency: 1240 Kc. Power: 250 Watts Owned-Operated By Birney Imes, Jr. Transmitter Location 31st Ave. S. Air Time 5:30 a.m.-M. News Service AP Representative Mid-South Network Membership NAB, BAB Owner Birney Imes, Jr. General Manager Bob McRaney Station Manager Paul Mowery Commercial Mgr. Eddie Holladay Chief Engineer Al Betmarik

W T O K

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 p.m. News Service INS Transcription Service Lang-Worth Representative Headley-Reed Pres., General-Station Mgr. Robert F. Wright Comm.-Sales Prom. Mgr. William B. Crooks Pub., Pgm. Dir., Chief Anncr. Cecil Germany News Director George Shannon Chief Engineer Joe H. Saxon

W M I S

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

W N A T

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

W H O C

PHILADELPHIA—1948—KBS

Frequency: 1490 Kc. Power: 250 Watts Owned-Oper. By William Howard Cole Trans. Address Hways. 15 & 16 S. Bus. Address P. O. Box 26 Phone Number 740 Air Time 6 a.m.-10:30 p.m. Summer, 5 a.m.-10 p.m. News Service UP Transcription Service Capitol Membership NAB President William Howard Cole Pub., Musical Dir. S. J. Parks Pub. Director Kate Hemphill News, Prod., Prog. Dir. Jim Sparks Musical Directors K. Hemphill, J. Sparks Chief Engineer F. H. Frantz

W R J W

PACAYUNE—1949—P.B.S.

Frequency: 1320 Kc. Power: 1000 Watts d. Owned-Operated By Moseley Bros. Business Address Ritz Theater Phone Number 510 Transmitter Location State Rd. 2 Mi. E. of City Air Time Daytime News Service UP Transcription Service Capitol Lang-Worth Representative Continental Pres., Gen. Mgr. W. L. Moseley Program Director Archie Rushing, Jr. Cons. Engr., Chief Engineer Don Murphy

W S S O

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

MISSISSIPPI—MISSOURI

W E L O

TUPELO—1944

MBS-KBS-MID SOUTH

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Tupelo Bcstg. Co.
 Business-Studio Address.....So. Spring St.
 Phone Number.....1400
 Transmitter Location.....Hwy. 45 So.
 News Service.....AP
 Station Representative.....Mid-South Net
 Membership.....NAB
 Owner.....Bi-ney Imes, Jr.
 General Manager.....Bob McRaney
 Station Manager.....Bob Evans
 Commercial Manager.....Reeves Whirley
 Program Director.....Tour Fleet
 Chief Engineer.....LeRoy Green
 Farm Editor.....Red Purnell

W Q B C

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
 News Service.....AP
 Transcription Service.....World
 Representative.....Sears & Ayer
 Membership.....NAB, BAB
 President.....L. P. Cashman
 General-Station Mgr.....Mary-Van Cashman
 Commercial Manager.....L. L. Miller
 Program Director.....Charlotte Kahn
 Chief Engineer.....C. E. Drake

W V I M

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.
 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
 S's. 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.
 Studio Address.....WROB Bldg.
 Transmitter Address.....Forrest St.
 Phone Number.....807
 Air Time.....8 a.m.-11 p.m.
 Representative.....Mid South Network
 President, General Mgr.....Bob McRaney, Sr.
 Sta., Comm. Mgr.....Bill Parkes
 Prom. Mgr., Prog. Dir.....Hugh Shankle
 Chf. Ann., Eng.....Jay Aldridge

W A Z F

YAZOO CITY—1946—MISS-LBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....WAZF, Inc.
 Phone Number.....1300-1
 Transmitter Location.....1 Mi. No. of City
 Air Time.....5:30 a.m.-10:30 p.m.
 News Service.....AP
 Membership.....BAB, NAB
 Transcription Service.....World
 Pres., Gen. Sta. Mgr.....Guy Corley
 Prom., Comm. Mgr.....Harris L. Umstead
 Pub. Prod. Program Director....Fred Rand
 Chief Engineer.....D. A. Flinspach

MISSOURI

*Population 3,954,653—Increase +4.5% ('40-'50)—Radio Homes 981,380
 Families 1,040,700—Stations in State 49*

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
 News Service.....UP
 Representative.....John E. Pearson
 Membership.....NAB, BAB
 President, General Manager..Oscar C. Hirsch
 Station Manager.....Ralph L. Hirsch

K D M O

CARTHAGE—1947—KBS-LBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Carthage Bcstg. Co.
 Trans. Address.....1201 E. Chestnut
 Phone Number.....2648, 2623
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....Capitol, Keystone
 Membership.....NAB
 Station Manager.....L. C. McKenney
 Commercial Manager.....J. J. Daly

MISSOURI

Sales Promotion Manager..... Phil Hannum
Program Director..... Lee Crocker
Farm Editor..... L. C. McKenney
News, Publicity Director..... Bob Young
Chief Engineer..... Jack Lamaford

KCRV

CARUTHERSVILLE—1950

Frequency: 1370 Kc..... Power: 1000 Watts d.
Owned-Oper. By..... Pemiscot Bcstrs., Inc.
Phone Number..... 965
Transcription Service..... Thesaurus
News Service..... UP
President..... William R. Smith
Gen. Mgr., News, Farm Editor..... Norman Shain
Commercial Manager..... Charles Smith
Chief Engineer..... Dewey Lusk

KCHI

CHILLICOTHE—1950—KBS

Frequency: 1010 Kc..... Power: 250 Watts d.
Owned-Oper. By..... Cecil W. Roberts
Address..... Box 449
Phone Number..... 1920
Transcription Service..... SESAC
News Service..... UP
Owner..... Cecil W. Roberts
General Manager..... Howard G. Rion
Commercial Mgr., Pgm. Dir..... Jack D. Funk
Chief Engineer..... James L. Preston

KFRU

COLUMBIA—1925—ABC-MSN

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Operated By..... KFRU, Inc.
Trans. Business Address..... U. S. 40 at U. S. 63
Phone Number..... 4141
Air Time..... 6:30 a.m.-M.
News Service..... AP
Transcription Service..... Lang-Worth
Membership..... NAB, BAB
President..... H. J. Waters, Jr.
Gen., Sta. Mgr..... Mahlon R. Aldridge, Jr.
Comm., Sales Prom. Mgr..... F. J. LeGrand
Program Director..... Harold Douglas
Publicity Director..... Mahlon Aldridge
News Director..... Edward Lambert
Musical Director..... Lois Todd
Chief Engineer..... Robert Haigh
Farm Editor..... Winston Martin
Consulting Engr..... John B. Heffellinger

KREI

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

KFMO

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. Hwy. 61
Air Time..... Unlimited
News Service..... UP
Representative..... John E. Pearson
President, General Manager..... Oscar C. Hirsch
Station-Comm. Mgr..... James F. Collins
Program Director..... Virginia Collins
Chief Announcer..... Earl Whitener

KFAL

FULTON—1950

Frequency: 900 Watts..... Power: 250 Watts d.
Owned-Oper. By..... Mo. Central Bcstrs.
Address..... 5th and Market
Phone Number..... 1400
Transcription Service..... Capitol
News Service..... UP
Co-Owner, Gen. Mgr., Chief Engr.
Robert W. Nickles
Co-Owner, Pgm., Sta. Dir..... Roger P. Fox

KHMO

HANNIBAL—1941—MBS

Frequency: 1070 Kc..... Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By..... Courier-Post Publishing Co.
Business-Studio Address..... 102½ S. Main St.
Phone Number..... 3450
Transmitter Address..... 6 Mi. S. of Hannibal
Air Time..... 5:30 a.m.-12 M.
News Service..... AP
Transcription Service..... Lang-Worth
Representative..... John E. Pearson
Membership..... NAB, BAB
Sec.-Treas..... E. L. Sparks
Commercial Manager..... P. H. Cunningham
Gen.-Sta.-Sales Prom. Mgr..... Wayne W. Cribb
Pgm., Prod., Pub. Dir..... Gene Hoenes
News Director..... George Allen, Jr.
Chief Engineer..... Ben Parrish
Farm Editor..... George Allen, Jr.
Consulting Engr..... Herbert L. Wilson

KIMO

INDEPENDENCE—1947

Frequency: 1510 Kc..... Power: 1000 Watts d.
Owned-Oper. By..... The Blue Valley Co.
Business-Studio Address..... 310 N. Osage

MISSOURI

Phone Number.....CL. 9810
Transmitter Location...28th & Northern Blvd.
Air TimeSunrise-sunset
News ServiceAP
Transcription ServiceCapitol
RepresentativeCooke
MembershipNAB
General Manager.....Craig Siegfried
Program Director.....John Waddell
Business Manager.....F. E. Fowler
Chief Engineer.....Eldon Ryan

KWOS

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 Number6-3137
Transmitter Location.....St. Mary's Blvd.
Air TimeUnlimited
News ServiceAP
Transcription ServiceLang-Worth
Representative.....Sears & Ayer
President.....R. C. Goshorn
Gen., Sta. Comm. Mgr.....Catherine Roer
Chief Engineer.....Leroy S. Hackmann

KFSB

JOPLIN—1948

Frequency: 1310 Kc.....Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By.....Four States Bcsters, Inc.
Business-Studio Address.....1027 Main
Phone Number1310
Transmitter Location.....N.W. of Joplin
News ServiceUP
Transcription ServiceLang-Worth
MembershipNAB
PresidentHarry Easley
Comm., Sta. Gen. Mgr.....W. H. Clark
Program Director.....Ed Johnson
Chief Engineer.....Ralph Meador
Consulting Engr.....Robert Silliman

KSWM

JOPLIN—1946—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Air Time, Inc.
Trans. Address1928 W. 13 St.
Phone Number7260
News ServiceUP, Transradio
Transcription ServiceWorld
Representative.....William G. Rambeau
MembershipNAB
Pres., Gen. Mgr.....Austin A. Harrison
Sales Prom. Mgr.....John D. Whitt
Comm., Sales Prom. Mgr.....Roy V. Whisnand
Pgm., Prod. Dir.....Ronald W. Robson
Chief Engineer.....Austin A. Harrison
News DirectorKenneth Rowe

WMBH

JOPLIN—1926—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Joplin Bcstg. Co.
Business-Studio Address.....Frisco Bldg.
Phone Number330
Transmitter Location13th & Munroe
Air TimeUnlimited
News ServiceAP
Transcription ServiceLang-Worth
Representative.....Sears & Ayer
MembershipNAB
Pres., Gen.-Station-Comm. Mgr....D. J. Poyner
Program DirectorMrs. Alyne Sheldon
Chief AnnouncerBill Grigsby
Musical DirectorGolda Shance
Chief EngineerJack Langford
Consulting Engr...Commercial Radio Equipm't

KCKN

KANSAS CITY—1925

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KCKN Bcstg., Inc.,
Capper Pub., Inc.
Business-Studio Address...300 Walltower Bldg.
Phone NumberVictor 3864
Transmitter Location...901 N. 8th St., Kansas
City, Kan.
Air Time7 a.m.-11 p.m.
News ServiceAP, UP
Transcription ServiceLangworth, Standard
RepresentativeCapper Publications, Inc.
PresidentW. A. Bailey
General ManagerBen Ludy
Sta., Comm., Sales Prom. Mgr.Joe Story
Prog., Prod. Dir.George Stump
News DirectorEric Tainter
Technical SupervisorMax Williams
Consulting Engineer....Chambers & Garrison

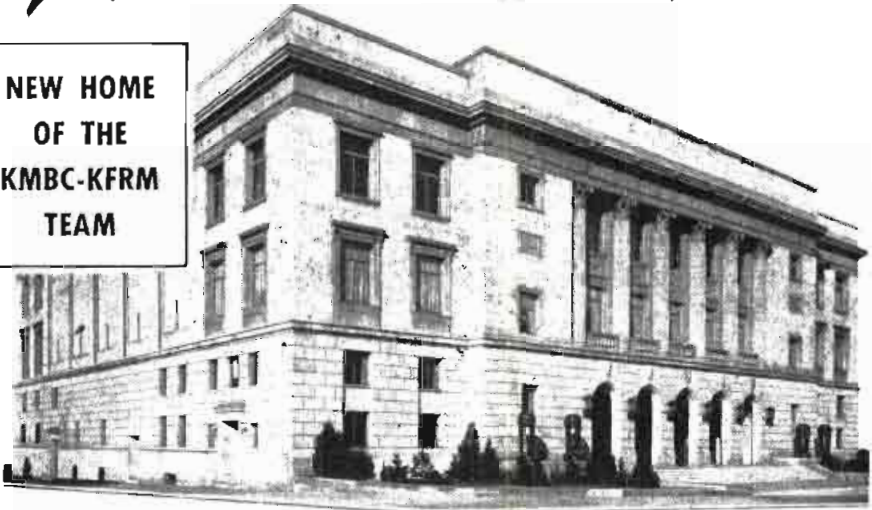
KCMO

KANSAS CITY—1936—ABC

Frequency: 810 Kc.....Power: 50,000 Watts d.;
10,000 Watts n.
Owned-Operated By.....KCMO Bcstg. Co.
Address.....1515 Commerce Bldg.
Phone NumberBaltimore 1234
Transmitter LocationNashua
Air TimeUnlimited
Air Time5 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service...Thesaurus, Associated
RepresentativeKatz
MembershipNAB, BAB
PresidentTom L. Evans
Gen.-Sta. Mgr.....E. K. Hartenbower
Commercial ManagerR. W. Evans
Sales Prom. Mgr., Pub. Dir.....F. C. Strawn
Program Director.....S. B. Tremble
Production Director.....Kenneth Heady

Undisputed Leadership by The **KMBC-KFRM** Team!

**NEW HOME
OF THE
KMBC-KFRM
TEAM**



First in Facilities...

The KMBC-KFRM Team in spacious new quarters has now placed in the hands of listener and sponsor alike, broadcast operational facilities that are by far the finest in the Heart of America

— and among the best in the entire nation. Typical KMBC-KFRM foresight and planning have taken care of every detail to make "The Team" *FIRST* in facilities in the Kansas City trade area.



First in Audience....

A 1950 survey, conducted at the state fairs of Kansas and Missouri and the American Royal, has further confirmed KMBC-KFRM's leadership in Kansas City's trade area. 2,843 interviews with farm and small-town listeners from 142 counties revealed that The Team has far out-stripped its comfortable first-place lead of a year ago and remains *FIRST* in audience.

To Sell the whole Heart of America "WHOLEHEARTEDLY," it's...



The KMBC-KFRM Team
11th & Central, Kansas City 6, Missouri

MISSOURI

Chief Announcer.....Dal Stallard
News Director.....Jim Monroe
Musical Director.....R. S. Jones
Chief Engineer.....Karl Troeglen
Farm Editor.....C. W. Jackson
Consulting Engr.Andrew R. Ring

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
Air Time.....Sunrise-sunset
News Service.....AP, UP
Transcription Service.....World, Lang-Worth
Representative.....Free & Peters
Membership.....NAB
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
News Director.....Erle Smith
Chief Announcer.....Lee Stewart
Musical Director.....P. Hans Flath
Chief Engineer.....Ray Moler
Farm Editor.....Phil Evans
Consulting Engr.Jansky & Bailey

KMBC

KANSAS CITY—1922—CBS

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By.....Midland Bcstg. Co.
Phone Number.....HARRISON 2650
Transmitter Location.....50th & Belinder
Air Time.....5:55 a.m.-12:05 a.m.
News Service.....AP, UP
Transcription Service.....World, Lang-Worth
Representative.....Free & Peters
Membership.....NAB
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
News Director.....Erle Smith
Musical Director.....P. Hans Flath
Chief Engineer.....Ray Moler
Farm Editor.....Phil Evans
Consulting Engr.Jansky & Bailey

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 Manager.....Dean Fitzer
Commercial Mgr.....Manne 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.;
5,000 Watts n.
Owned-Operated By.....WHB Bcstg. Co.
Business-Studio Address.....Scarritt Bldg.
Phone Number.....Harrison 1161
Transmitter Location.....Route 1, Liberty
Air Time.....5:30 a.m.-1:00 a.m.
News Service.....AP
Transcription Service.....Associated
Representative.....John Blair & Co.
Membership.....NAB, BAB
Pres., Comm. Mgr.....Donald Dwight Davis
Gen., Sta. Mgr.....John T. Schilling
Sales Prom. Mgr.....Charles Rosenfeldt
News, Program Director.....Richard Smith
Prod. Dir., Farm Edit.....Bruce Grant
Chief Announcer.....Lou Kemper
Musical Director.....Edna Lee Crouch
Chief Engineer.....Henry Goldenberg
Consulting Engineer.....Earl Collum

KBOA

KENNETT—1947

Frequency: 830 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Kennett Bcstg. Corp.
Bus.-Studio-Transmitter Address.....Kennett
Phone Number.....830
Air Time.....Daytime
News Service.....AP
Transcription Service.....Standard, Capitol
President, General Manager.....Paul C. Jones
Sta. Comm. Mgr.....Bill H. Cate
Sales Prom. Mgr.....Joe Bankhead
Chief Engineer.....Robert H. Conner

KIRX

KIRKSVILLE—1947—LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....North Mo. Bcstg. Co.
Bus.-Studio-Transmitter Address.....KIRX Bldg.
Phone Number.....86
Air Time.....5 a.m.-11 p.m.
News Service.....AP
Transcription Service.....Standard
Representative.....Sears & Ayer
Membership.....NAB, BAB

MISSOURI

General Manager Samuel A. Burk
Commercial Manager R. M. Harpster
Program Director Lee Jones
News Director Robert S. Herrin
Chief Engineer Charles Porter

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 6a.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—KBS

Frequency: 1300 Kc. Power: 500 Watts d.
Owned-Operated By Central Mo. Bcstg. Co.
Phone Number 2328
Transmitter Location 1 Mi. N.W. of City
Air Time Daytime
News Service UP
Transcription Service Lang-Worth
Representative Conwell Co.
Membership NAB, BAB
President W. C. Evans
General Manager W. D. Sneed
Station Manager Bettie S. Baldwin
Program Director Georgia Page
Chief Engineer Bill Williams

KXEO

MEXICO—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Audrain Bcstg. Corp.
Phone Number 2340-1
Studio, Trans. Loc. Highway 54 E.
Air Time 6:00 a.m.-12 M.
Transcription Service Capitol
Representative John E. Pearson
Membership NAB, BAB
President John Badaracco
Gen.. Sta. Mgr. W. Earl Dougherty
Commercial Manager Walter Gregory
Sales Promotion Manager Jack McGee
Production News Director Ralph Gould
Prog., Pub. Dir. Dick Harris
Chief Announcer H. John Jarvis
Musical Director Sue Williams
Chief Engineer Bob Bruner
Farm Editor W. Earl Dougherty
Consulting Engineer Ben Parrish

KNCM

MOBERLY—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Moberly Bcstg. Co.
Phone Number 1600
Representative Conwell
Transcription Service Lang-Worth
News Service UP
Pres., Gen. Mgr. Jerrell A. Shepherd
Commercial Manager Ed Dahl
Program Director James Lipsey
Chief Engineer W. D. Sneed
News Director Don Baker

KRMO

MONETT—1950—LBS

Frequency: 990 Kc. Power: 250 Watts d.
Owned-Oper. By Carthage Bcstg. Co.
Phone Number 858
Transcription Service Capitol
News Service AP
Mgr., Farm Editor L. C. McKenney
Sales Manager J. J. Daly
Commercial Manager Grover Hamilton
Program Director Jim Allwood
Prom. Mgr., News Dir. Mary Lee Richardson
Chief Engineer George Province

KNEM

NEVADA—1949—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Cecil W. Roberts
Address So. Side Sq.
Phone Number 13
Transmitter Location Smelter Hill
Air Time 6:30 a.m.-10 p.m.
News Service UP
Transcription Service SESAC
Representatives Biddick Co., Conwell Co.
Gen.. Sta. Mgr. William R. Tedrick
Comm., Sales Prom. Mgr. Bill E. Brown
Prog., Prod. Dir. Audrey Tedrick
Publicity Director William R. Tedrick
Chief Announcer, News Director Bob Morey
Chief Engineer Paul Gregg
Farm Editor Jim McCall
Consulting Engineer John B. Heffelfinger

KWOC

POPLAR BLUFF—1938—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Poplar Bluff Bcstg. Co., Inc.
Transmitter Address KWOC Bldg.
Phone Number 3922
Air Time 6:00 a.m.-10 p.m.
Transcription Service SESAC
Representative John E. Pearson
President, General Manager A. L. McCarthy
Sta.. Comm. Mgr. Byron Kearbey, Jr.

MISSOURI

Prog., Prod. Dir. Jerry J. Higley
 Traffic Mgr. Russell Seals, Jr.
 Chief Announcer Ronal Kaiser
 News Director John A. Thies
 Musical Director Glenn R. Scott
 Chief Engineer Donald M. Lidenton
 Farm Editor John A. Thies
 Consulting Engineer F. O. Grimwood

KTTR

ROLLA—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. "Show-Me" Bcstg. Co.
 Address P. O. Box 567
 Phone Number 380
 Transmitter Location Soest Rd., Rolla, Mo.
 Air Time 6:00 a.m.-11 p.m.
 News Service AP
 Transcription Service Capitol, SESAC
 Pres., Gen.-Sta.-Comm. Mgr. Luther W. Martin
 Sales Prom. Mgr., Prog. Dir. Wilson C. Burkhead
 Production Director Alma I. Vogeler
 Publicity Director Lois Marie Clark
 Chief Announcer Russ Preuss
 News Director Luther W. Martin
 Musical Director Mel Lee
 Chief Consulting Engr. Martin W. Mitchum
 Farm Editor Wilson C. Burkhead

KFEQ

ST. JOSEPH—1923—MBS

Frequency: 680 Kc. Power: 5000 Watts
 Owned-Operated By KFEQ, Inc.
 Business-Studio KFEQ Bldg.
 Phone Number 4-0813
 Transmitter Location Hwy. No. 71
 Air Time 5:45 a.m.-12 M.
 News Service UP, AP
 Transcription Service World, SESAC
 Representative Headley-Reed
 President, General Manager Barton Pitts
 Commercial Manager Glenn G. Griswold
 Prom. Mgr., Pub. Dir. J. Ted Branson
 Prod., Prog. Director W. Roch Ulmer
 Chf. Ann., News Dir. Dee D. Denver, Jr.
 Musical Director Paul Moskau
 Chief Engineer J. Wesley Koch
 Farm Editor Harold J. Schmitz
 Consulting Engr. George C. Davis

KRES

ST. JOSEPH—1946—LBS

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 Rte. 4
 Air Time 6 a.m.-12 M.
 News Service AP

Transcription Service Lang-Worth
 Representative Forjee
 Membership NAB, BAB
 President Basil L. Kaufmann
 Gen., Sta. Mgr. Ken Gooding
 Commercial Manager Tom Cary
 Sales Prom. Mgr. Bill Heller
 Program Director John Bilyeu
 Publicity Director Gene Miller
 News Director Larry Parker
 Musical Director Minor Clites
 Chief Engineer Roy Irmingier
 Farm Editor Bill Sharpe
 Consulting Engr. Commercial Radio

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
 General Manager John Ackerman
 Commercial Manager P. S. Anderson
 Sales Prom. Mgr. C. W. Doeblner
 Program Director T. A. Bland
 Production Director George M. Clare
 Publicity Director Sam Parnas
 News Director Rex Davis
 Musical Director Stan Daugherty
 Chief Engineer Harry Harvey
 Farm Editor Ted Mangner

KSTL

ST. LOUIS—1948—LBS

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Operated By Radio St. Louis, Inc.
 Address 6 North 7th St.
 Phone Number MAin 0600
 Transmitter Location East St. Louis, Ill.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Standard
 Representative Adam J. Young, Inc.
 Membership NAB, BAB
 Pres., Gen. Mgr. William A. Ware
 Asst. Manager Dick J. Kasten
 Commercial Manager Ralph L. Stuffleham
 Sales Prom. Manager William A. Knight
 Program Director Bob Terry
 Production Director Rose DiCarlo
 Publicity Director Dolores J. Ryan
 News Director Brad Harrison
 Musical Director Bob Rector
 Chief Engineer Edward B. Bench, Jr.
 Farm Editor Bob Terry

COVERAGE...



**KSD Has the LARGEST Daytime
Half-Millivolt Coverage Area of
Any Radio Station in ST. LOUIS**

5,922,226 POPULATION

\$5,009,210,000 RETAIL SALES

KSD

**THE ST. LOUIS POST-DISPATCH RADIO STATION
5000 WATTS ON 550 KC DAY AND NIGHT**

National Advertising Representative: FREE & PETERS, INC.

NBC PROGRAMS • AP NEWS • TELEVISION AFFILIATE: KSD-TV

K S D

ST. LOUIS—1922—NBC

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Oper. By The Pulitzer Publishing Co.
 Business-Studio Address 1111 Olive St.
 Phone Number Main 1111
 Transmitter Hway. 66, E. St. Louis, Ill.
 News Service AP
 Transcription Service World, Thesaurus
 Representative Free & Peters
 Membership NAB
 President Joseph Pullitzer
 General Manager George M. Burbach
 Sales Manager Guy E. Yeldell
 Program Director Harold Grams
 Commercial Manager Edward W. Hamlin
 Promotion Manager David Pasternak
 Chief Engineer J. E. Risk

K W K

ST. LOUIS—1927—MBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By KWK, Inc.
 Bus.-Studio Address 1215 Cole St.
 Phone Number Main 9100
 Transmitter Location 500 Logan St., Baden
 News Service AP
 Representative Kratz
 President, General Mgr. Robert T. Convey
 Station Director Ray E. Dady
 Commercial Director V. E. Carmichael
 Program Director John W. Tinnea
 Production Mgr. John Traxler
 Publicity Director Fred J. Mueller
 Program Coordinator Russell C. Kaiser
 News Director Jack Griffin
 Chief Engineer N. J. Zehr

K X L W

ST. LOUIS—1947

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By St. Louis County Bcstg. Co.
 Bus.-Studio Address 8135 Forsythe B'vd.
 Phone Number Delmar 1320
 Transmitter Location Brentwood
 News Service UP
 Transcription Service Lang-Worth
 Pres., Gen. Mgr. S. E. Sloan
 Station Director Les Ware
 Program Director E. Frank Brown
 Publicity Director Edgar J. Mothershead
 News Director Dr. Bertram L. Hughes
 Chief Engineer Wallace E. St. Vrain
 Consulting Engineer Weldon & Carr

K X O K

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.
 News Service AP, UP
 Transcription Service Associated, Standard
 Representative John Blair
 Membership NAB, BAB
 President Elzey Roberts
 General Manager C. L. Thomas
 Asst. to Gen. Mgr. Bruce Barrington
 Commercial Manager V. N. Springgate
 Sales Promotion Manager Foster H. Brown
 Program Director Elmer Muschany
 Production Director Robert Holt
 News Director Bruce Barrington
 Musical Director Robert Gotch
 Chief Engineer Arthur F. Rekart
 Farm Editor Charley Stookey
 Consulting Engineer Jansky & Bailey

W E W

ST. LOUIS

Frequency: 770 Kc. Power: 1000 Watts d.
 Owned-Oper. By The St. Louis University
 Address 3642 Lindell Blvd.
 Phone Number Franklin 5665
 News Service INS
 Transcription Service Lang-Worth
 President (St. Louis U.)
 Very Rev. Paul C. Reinert, S.J.
 Sta. Gen. Manager Daniel P. O'Connor
 Prom., Comm. Manager Glen Manley
 Program Director Dan'el P. O'Connor
 Production Director Alan Thompson
 News Director Charles Rogers
 Chief Engineer Joseph A. Volk

W I L

ST. LOUIS—1922

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By Missouri Bcstg. Corp.
 Business-Studio Address Hotel Chase
 Phone Number Rosedale 6200
 Transmitter Location North Dupe, ll.
 News Service AP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 Membership NAB
 Pres., Gen. Mgr. L. A. Benson
 Commercial Manager R. M. Hetherington
 Promotion Manager Nick Pagilara
 Program Director Edward M. Galloway
 News Director John Carr
 Musical Director Harold Grogan
 Chief Engineer Wells Chapin

K S G M

**STE. GENEVIEVE—1947—KBS
 BASEBALL**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Donze Enterprises, nc.
 Bus.-Studio Address 245 Merchant St.

Phone Number580
 Transmitter Location Maxwell Hill
 Air Time.....6 a.m.-10 p.m.
 News ServiceUP
 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 Annr.....Harry Stone
 Musical Director..... William Donze
 Chief Engineer..... Murel L. Rose
 Farm Editor..... Jim Schot

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..... For Joe
 Membership..... NAB
 President..... Milton J. Hinlein
 General Manager..... Herbert W. Brondes
 Commercial Manager..... James F. Glenn
 Chief Engineer..... Leman E. Jones

K S I M

SIKESTON—1948—GRIESE DIECK

Frequency: 1400 Kc..... Power: 250 Watts
 Owner-Oper... Sikeston Community Ecstg. Co.
 Bus. Studio-Transmitter Address. Hwy. 60 W.
 Phone Number..... I
 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. Hollingbery
 Membership..... NAB
 President..... Tams Bixby, Jr.
 General Manager..... J. Gordon Wardell
 Program Director..... Carl Fox
 Pub. Dir., Chf. Annr..... Dudley Morris
 News Director..... Paul Adams
 Chief Engineer..... E. Dennis White

K I C K

SPRINGFIELD—1949—MBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By... Kickapoo Prairie Bcstg. Co.,
 Inc.
 Address..... 610 College St.
 Phone Number..... 4-1561-2
 Air Time..... Unlimited
 News Service UP
 Transcription Service..... Standard, SESAC
 Representative..... McGillvra
 Membership..... NAB
 President..... Floyd W. Jones
 General Manager..... Miles N. Walker
 Sta. Mgr., Prog. Dir., Chf. Annr... Bill Buckley
 News Director..... Richard Hainline
 Chief Consulting Eng.... 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, BAB
 President..... J. H. G. Cooper
 Gen., Sta., Prom. Mgr.... G. Pearson Ward
 Commercial Manager..... Bob Burke
 Program Director..... Wendel Smith
 News Director..... Bill Bowers
 Chief Engineer..... William F. Curry
 Consulting Engineer.... McNary & Weathall

K W T O

SPRINGFIELD—1933—ABC

Frequency: 560 Kc..... Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By..... Ozarks Bcstg. Co.
 Business Studio Address... 606 E. St. Louis St.
 Phone Number..... 2-4422
 Transmitter Location..... So. Fremont Rd.
 Air Time..... 5 a.m.-M.
 News Service UP
 Transcription Service..... Lang-Worth
 Representative..... John E. Pearson
 Membership..... NAB, BAB
 Pres., Gen. Mgr..... Ralph D. Foster
 Asst. Sta. Mgr..... Leslie L. Kennon
 Program Director..... Lon Black
 Chf. Ann., Prod. Dir.... Joe Slattery
 Publicity Director..... Bill Bailey
 News Director..... Floyd M. Sullivan
 Chief Engineer..... Fritz Bauer
 Farm Editor..... Loyd Evans

KWRE

WARRENTON—1949

Frequency: 730 Kc.....Power: 250 Watts d.
 Owned-Operated By.....W. T. Zimmerman
 Address.....Warrenton
 Phone Number.....398
 Transmitter Location.....Hwy 47
 News Service.....U2
 Transcription Service.....RCA
 Representative.....Continental Radio
 Pres., Gen. Mgr.....W. T. Zimmerman
 Station Manager.....Don Clem
 Commercial Manager.....Leo Waters
 Program Director.....Don Clem
 Production Director.....Bob Roberts
 News Director.....Don Clem
 Chief Engineer.....Cal Morris
 Farm Editor.....King Engle

KWPM

WEST PLAINS—1947

KBS-MSN

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Robert F. Neathery
 Trans. Address.....E. Abe Taylor Blvd.
 Phone Number.....700
 News Service.....AP
 Transcription Service.....Standard
 Sta. Mgr., Pres.....Robert F. Neathery
 Commercial Manager.....Fritze Williams Dixon
 Program Director.....John Billingsley
 Consulting Engineer.....Fred Grimwood

AP SELLS

For Stations and Sponsors —

For instance KCMO

"KCMO's most salable property is NEWS! We have 13 local news-casts daily besides our network news. One sponsor has been with us for ten years, another for six. Associated Press service enables us to air complete coverage."

E. K. HARTENBOWER,
 General Manager,
 KCMO, Kansas City, Mo.

MONTANA

Population 591,024—Increase +5.6% ('40-'50)—Radio Homes 164,100
 Families 169,000—Stations in State 25

KANA

ANACONDA—1946

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Mosby's, Inc.
 Business Address.....Box 1470, Missoula
 Phone Number.....Missoula—KGVO
 Studio-Transmitter Location...1 Mi. E. of City
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Lieser
 President.....A. J. Mosby
 Station Manager.....F. Gilbert Lieser
 Commercial Manager.....John B. Hogan
 Program Director.....Helen M. Ryan

KBMY

BILLINGS—1946—KBS
 MBS-INTERMOUNTAIN

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Billings Bcstg. Co.
 Business Address.....Box 2124

Phone Number.....3838
 Transmitter Location.....W. of City
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Avery-Knodel
 Membership.....NAB, BAB
 President.....Don C. Foote
 Sta. Gen. Manager.....Franz J. Robischon
 Comm. Prom. Manager.....Ken Nybo
 Program Director.....Charles Du Bois
 Chief Engineer.....Theodore Hildebrand

KGHL

BILLINGS—1928—NBC

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Oper. By...Northwestern Auto Supply Co.
 Business-Studio Address.....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

KOOK
 BILLINGS—1950

Frequency: 970 Kc.....Power: 500 Watts
 Owned-Oper. By.....The Montana Network
 Address.....P. O. Box 1025
 Phone Number.....9-5970
 Transcription Service.....Thesaurus
 President.....C. L. Crist
 Vice-President.....J. Carter Johnson
 General Manager.....Allen Ciernutt
 Sales Manager.....Don R. Christopher

KBMN
 BOZEMAN—1950

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Penn Engrg. Co.
 Address.....Box 691
 Phone Number.....2104
 Transcription Service.....Associated
 News Service.....UP
 Co-owner, Gen. Mgr.....G. Norman Penwell
 Commercial Manager.....Homer P. Stenersen
 Pgm. Dir., Farm Editor.....Gerald E. Tyo
 Promotion Manager.....Win Neely
 Chief Engineer.....Jack Penwell
 News Director.....Tom Robischon

KXLQ
 BOZEMAN—1939
 NBC-PACIFIC NORTHWEST

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....KRBM Bcsters, Inc.
 Business Address.....Bozeman
 Phone Number.....1420
 Transmitter Location.....2½ Mi. E. of City
 Representative.....Walker
 President.....E. B. Craney
 General-Station Mgr.....Ernest A. Neath
 Commercial Manager.....J. Ray Bridges
 Program Director.....Wally Reid
 Publicity Director.....Jim Gilchrist
 Chief Engineer.....Duane Parker

KBOW
 BUTTE—1947—CBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Copper City Radio Co.
 Address.....720 Yale Ave.
 Phone Number.....7429
 News Service.....UP
 Representative.....Donald Cooke
 Membership.....NAB
 Pres., Gen. Mgr.....Frank Reardon
 Manager.....Don Anderegg

KOPR
 BUTTE—1948—ABC
 INTERMOUNTAIN

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Operated By.....Copper Bcstg. Co.
 Business-Studio Address.....Hotel Finlen
 Phone Number.....6546
 Transmitter Location.....Beef Trail Heights
 Air Time.....6:30 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....George P. Hollingbery
 Membership.....BMB
 President.....Frank C. Carman
 General Manager.....Ed Cooney
 Program Director.....Hal Carpenter
 Chf. Ann., Prod. Director.....Jim Harrold
 Publicity Director.....Bill Curtis
 News Director.....Hugh McIntosh
 Chief Engineer.....Jim Foster
 Consulting Eng.....McNary & Wrathall

KXLF
 BUTTE—1929—NBC-Z NET
 PACIFIC NORTHWEST

Frequency: 1370 Kc.....Power: 5000 Watts
 Owned-Operated By.....KGIR, Inc.
 Phone Number.....2-2344
 Transmitter Location.....W. of Butte
 News Service.....UP
 Transcription Service.....MacGregor
 Representative.....Walker, Pacific, No. West
 Pres., Gen. Mgr.....E. B. Craney
 Station, Comm. Mgr.....Arne E. Anzjon
 Promotion Manager.....Frank Field
 Program Director.....Ray Kelley
 Production Director.....Al Plachta
 Publicity Director.....Hugh Conway
 Chief Engineer.....W. J. Provis

KXGN
 GLENDIVE—1948

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Lewis Wiles Moore
 Phone Number.....122
 Transmitter Location.....S. Pearson Ave.
 News Service.....AP
 Transcription Service.....Capitol
 Sta. Gen. Manager.....Gordon Hutton
 Promotion Manager.....Clem Clements
 Program Director.....Charlotte Mansur
 Musical Director.....Harvey Bachman
 Chief Engineer.....Don Powers

KFBB
 GREAT FALLS—1922—CBS

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Buttrety Bcst., Inc.
 Bus.-Studio Address.....607 First Natl. Bank Bldg.

News ServiceUP
 Transcription ServiceWorld
 RepresentativeWeed
 MembershipNAB
 PresidentFred Birch
 General ManagerJ. P. Wilkins
 Commercial ManagerW. J. Towner
 Chief EngineerWilbur L. Myhre

K M O N

GREAT FALLS—1948
ABC-INTERMOUNTAIN
ROCKY MTN.

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By. Montana Farmer Bcstg. Co.
 Business AddressTribune Bldg.
 Phone Number4382
 Transmitter Location5 Mi. S. of City
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeAvery-Knodel
 PresidentLester Cole
 General ManagerRobert H. Warner
 Commercial ManagerFrank W. Kaull
 Program DirectorMel Hallock
 Studio Tech. SupervisorHenry B. Poole
 Transmitter SupervisorEugene 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 Number2-2453
 Transmitter LocationPark Hotel
 Air Time6 a.m.-M.
 News ServiceUP
 RepresentativeWalker
 President.J. R. Larcombe
 Sta. Gen. ManagerPaul Hatton
 Commercial ManagerTed L. Frayling
 Pro. Dir., Chief Engr.E. R. Kukkola
 Chief AnnouncerGlenn L. Lockwood

K A V R

HAVRE—1946—KBS-MBS
INTERMTN. NET

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.KAVR, Inc.
 Business-Studio Address.P. O. Box 672
 Phone Number1240
 Transmitter Location1 1/4 Mi. E. of Havre
 Air Time6 a.m.-11 p.m.
 News ServiceUP
 Transcription ServiceWorld, Keystone
 RepresentativeCooke

AP SELLS

For Stations and Sponsors —

For instance KSD

“KSD has used AP news continuously since 1935. Our AP membership certificate is No. 1-R. We were the first station to apply for membership, and proudly acknowledge the importance of our AP service in the preparation of KSD’s 76 weekly newscasts.”

GEORGE M. BURBACH,
 General Manager,
 KSD, St. Louis

President..... Jessica S. Longston
 General Manager..... James L. Hamstreet
 Commercial Manager..... George MacDonald
 Program Director..... Earl Bingham
 Chief Engineer..... Verle Jones, Jr.
 Farm Editor..... Ed Miller
 Consulting Engineer..... Archer Taylor

K O J M

HAVRE—1947

Frequency: 610 Kc. Power: 1000 Watts d.
 Owned-Operated By..... No. Montana Bcstg. Co.
 Business-Studio Address... Box 70. Liberty Hotel
 Bldg.
 Phone Number..... 1096-7
 Transmitter Location... 3.5 Mi. N.E. of Havre
 on Shepard Rd.
 Air Time..... 6 a.m.-12:30 a.m.
 News Service..... UP
 Transcription Service... Associated, Standard,
 Capitol
 Representative..... Friedenberg
 President..... Dr. Francis W. Aubin
 General, Sta. Mgr..... Charlotte H. Brader
 Commercial Manager..... Carlyle D. Leeds
 Prog. Dir., Chf. Ann..... James R. Saenger
 Production Director..... Stanley G. Stephens
 Chief Engineer..... George H. Bauer
 Consulting Engineer..... Dixie B. McGey

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... Lang-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.
 Phone Number..... 331-2
 Transmitter..... 2 1/2 Mi. S. on Hwy. 93
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service... World, SESAC, Standard
 Membership..... NAB
 Pres., Gen. Sta. Comm. Mgr., Donald C. Treloar
 Prom., Prog., Prod. Dir..... Norm Fisher
 Chief Announcer..... Glen Milhouse
 Musical Librarian..... Paul Johnston
 Chief Engineer..... William H. Patterson
 Farm Editor..... Glenn Millhouse

K X L O

**LEWISTON—1947—MBS
 INTERMTN. NET-KBS**

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
 Comm. Mgr., Prog. Dir..... Marlin T. Obie
 Chief Engineer..... David Sather

K P R K

**LIVINGSTON—1947—MBS
 INTERMTN.-KBS**

Frequency: 1340 Kc. Power: 250 Watts
 Owned Oper. By..... Yellowstone Amuse. Co.
 Business Address..... Box 691
 Phone Number..... 1000
 Transmitter-Studio Address... E. Park St.
 Air Time..... 6 a.m.-11:15 p.m.
 News Service..... UP
 Transcription Service... World
 Membership..... NAB
 Pres., Gen. Mgr..... Paul B. McAdam
 Comm.-Sales Prom. Mgr..... Jack Hinman
 Prod., Pub. Prog. Dir..... Gerald Tyo
 Chief Engineer..... Dick Sylvester
 Farm Editor..... Gordon James

K R J F

**MILES CITY—1941—KBS
 MBS-INTERMOUNTAIN**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By..... Star Printing Co.
 Business Address..... Box 1015, Niles City
 Phone Number..... 1340
 Transmitter-Studio Location... Haynes Ave.

MONTANA — NEBRASKA

News ServiceUP
 Transcription ServiceWorld
 RepresentativeAvery-Knodel
 MembershipNAB, BAB
 Pres., General Mgr.R. J. Scanlan
 Station Mgr., Chf. Eng.Charles L. Scofield
 Commercial ManagerJames Carson
 Program DirectorDon Holen
 Production DirectorLarry Holloran
 Chief EngineerCharles Scofield

K G V O

MISSOULA—1931—CBS

Frequency: 1290 Kc.Power: 5000 Watts
 Owned-Operated ByMosby's, Inc.
 Business-Studio Address127 E. Main
 Phone Number2155
 Transmitter Location5 Mi. S. of City
 Air Time6 a.m.-11:30 p.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeMcGillvra
 MembershipNAB, BAB
 Pres., Gen.-Sta. Mgr.A. J. Mosby
 Comm. Sales Prom. Mgr.Marion E. Dixon
 Prog., Prod. Dir.W. J. Strothour
 News DirectorRuss Nielson
 Musical DirectorJohn Dziak
 Chief EngineerDon Dahl
 Farm EditorW. J. Strotham

K X L L

MISSOULA—1948—NBC-Z NET-PNB

Frequency: 1450 Kc.Power: 250 Watts
 Owned-Oper. ByWestern Montana Assoc.
 Business AddressBox 1503
 Phone Number4114
 Studio-Transmitter LocationRiver Rd.
 Air Time6 a.m.-M.
 News ServiceUP
 RepresentativeWalker
 Pres., Gen., Sta. Mgr.Pat M. Goodover

Commercial Mgr.Bob Gillis
 Program DirectorPat M. Goodover
 Publicity DirectorJohn Campbell
 Chief EngineerDave Green

KIYI

SHELBY—1947—KBS

Frequency: 1230 Kc.Power: 250 Watts
 Owned-Operated ByTri County Radio Corp.
 AddressN. Marias Ave.
 Phone Number560
 News ServiceUP
 Transcription ServiceWorld, Keystone
 RepresentativeWilliam Grant
 MembershipNAB
 PresidentJohn J. Hurley
 General ManagerFrank Krshka
 Gen., Sta., Comm. Mgr.L. R. Wing
 Pgm., Prod. Dir.George Potter
 Publicity DirectorChester Neduesky
 Chief Anncr., Farm EditorRichard Bannon
 Chief EngineerGeorge Potter

K G C X

SIDNEY—1926—MBS-GNBS-KBS

Frequency: 1480 Kc.Power: 5000 Watts
 Owned-Operated ByE. E. Krebsbach
 Phone Number408
 Transmitter Location4 Mi. N. of City
 News ServiceAP
 Transcription ServiceCapitol
 General ManagerE. E. Krebsbach
 Station Mgrs.(Sidney) Keith Krebsbach,
 (Williston, N. D.) E. Clair Krebsbach
 Commercial ManagerBud Bailey
 Promotion Mgr.E. Clair Krebsbach
 Program Dir., Chf. Ann.Jerry Carlton
 Production DirectorE. Clair Krebsbach
 Publicity DirectorKeith Krebsbach
 Sports, News Dir.Roland Dain
 Chief EngineerO. H. Halvorson
 Farm EditorBill Corkins

NEBRASKA

*Population 1,325,510—Increase +0.7% ('40-'50)—Radio Homes 342,840
 Families 358,250—Stations in State 22*

K C O W

ALLIANCE—1949

Frequency: 1400 Kc.Power: 250 Watts
 250 Watts n.
 Owned-Operated BySandhills Bcstg. Corp.
 Trans. Address1030 W. 3rd St.
 Phone Number1300
 Air Time6:30 a.m.-10:30 p.m.
 News ServiceUP
 Transcription ServiceWorld, SESAC
 MembershipNAB, BAB

PresidentHansford Jagers
 Gen., Sta. Mgr.Gene Ackerley
 Commercial ManagerArnold Kuhn
 Program DirectorGene Ackerley
 News DirectorEddie McCullough
 Chief EngineerEdward Davenport

K W B E

BEATRICE—1949

Frequency: 1450 Kc.Power: 250 Watts
 Owned-Oper. ByBlue Valley Bcstg. Co.
 Address112½ North 6th St.

• • • **NEBRASKA** • • •

Phone Number 1245
 Transmitter Location Mary & Sherman Sts.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service..... World, M. M. Cole
 Membership NAB
 Pres. & Treas., Gen. Sta. Mgr. John Thorwald
 Comm., Sales Prom. Mgr. Bud Pentz
 Prog., Pub. Director..... C. H. Brugha
 Chf. Ann., News Director..... Larry Pribyl
 Chief Engineer Wilbur R. Emerson
 Farm Editor Junior Thimm
 Consulting Engineer..... Weldon & Carr

K C N I

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

K J S K

COLUMBUS—1948—KBS

Frequency: 900 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... George Basil Anderson
 Business Address..... Box 460
 Phone Number 5154
 Studio-Transmitter Location Columbus
 Air Time Sunrise-sunset
 News Service AP
 Representative Beddick
 Transcription Service..... World, SESAC
 Gen., Sta. Mgr..... George Basil Anderson
 Commercial Manager..... Milo Kincaid
 Program Director..... Florence L. Anderson
 Musical Dir., Farm Editor..... Carl L. Raiferly
 Chief Engineer..... Harold Hardy
 Farm Editor Gene Jove

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 1080
 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-KBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Nebraska Bcstg. Co.
 Trans. Address Tribune Bldg.
 Phone Number 2-5101
 Air Time 6 a.m.-12 M.
 News Service INS
 Transcription Service Capitol
 President Fred A. Seaton
 Gen., Sta. Mgr..... Duane L. Watts
 Commercial Manager..... Ken James
 Pub., Prod., Prog. Dir..... Lloyd O. Thomas
 News Director Carl Sisskind
 Chief Engineer..... Duane B. Allison

AP SELLS

For Stations and Sponsors —

For instance . . . **KBON**

"Twenty-eight out of 30 day-
 time newscasts are sold . . . spot
 adjacencies are all sold . . . due to
 the practically immediate salability
 of Associated Press news pro-
 grams."

PAUL R. FRY,
 General Manager,
 KBON, Omaha, Neb.

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
 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., Mgr. John W. Yeager, Jr.
 Prod., Pub., Prog. Dir. Marvin Houtz
 Chf. Ann., News Dir., Music Dir. Bob Reidy
 Chief Engineer Jack Lewis
 Farm Editor Don Sherrill

K R V N

LEXINGTON—1950

Frequency: 1010 Kc. Power: 25,000 Watts d.
 Owned-Oper. By Nebraska Rural Radio
 Address 108 W. 8th St.
 Phone Number 716
 Representative Taylor
 Transcription Service Standard
 News Service AP
 President Jay A. Person
 General Manager Max Brown
 Commercial Manager Dan Bellus
 Program Director Gary Schroeder
 Traffic Manager Patricia Doyle
 Chief Engineer Tom Copeland

K F O R

LINCOLN—1924—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Cornbelt Bcstg. Corp.
 Business-Studio Address Sixth Fl., Stuart Bldg.
 Phone Number 2-6965
 Transmitter Location 48th & Vine Sts.
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol, Standard
 Representative Edward Petry
 Membership NAB, BAB
 President James Stuart
 V. P., Sta. Mgr. George X. Smith
 Pub., Sales Promotion Lydia Nekuda
 Prod., Program Director Robert Johnson
 News Director Bob Gamble
 Chief Announcer Avrum Bondarin
 Musical Director Fleda Ziegenbein
 Chief Engineer Charles W. Winkler

K L M S

LINCOLN—1949—LBS

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By Lincoln Bcstg. Corp.

Address 130 N. 16th St.
 Phone Number 2-7579
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Associated
 Representative Ind. Met. Sales
 P. resident Howard A. Shuman
 General Manager J. Russell Joynt
 Program Director Del Brandt
 News Director Thomas C. Sorensen

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.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Pearson
 Pres., Gen. Mgr. Paul R. Foy
 Vice-President Inland Bcstg. Co.
 General Manager Harold E. Anderson
 Commercial Manager W. B. Waugh
 Prod., Prog. Director William L. Lucas
 Publicity Director Twila Walker
 Chief Announcer Lynne Reed
 Chief Engineer M. J. Korinek
 News Director Betty Craig
 Farm Editor Hal Allen

K B R L

McCOOK—1947—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By The McCook Bcstg. Co.
 Bus.-Studio-Transmitter Address Hway 83 &
 "T" St.
 Phone Number 1450
 Air Time 6:30 a.m.-10:30 p.m.
 News Service AP
 Transcription Service Standard
 Membership NAB, BAB
 Prom., Pres., Gen. Mgr. LeRoy W. Lenwell
 Prog. Dir., Chf. Ann. Wyn Lundberg
 News Director Mil Grummert
 Chief Engineer L. W. Lenwell
 Farm Editor Mil Grummert
 Consulting Engineer Fred O. Grimwood

W J A G

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 Daytime
 News Service AP

• • •

NEBRASKA

• • •

Transcription Service Standard
 Representative Walker
 Membership NAB, BAB
 President E. F. Huse
 General Manager Art Thomas
 Station Manager Bob Thomas
 Commercial Manager Vernon Stedry
 Music Prod., Prog. Dir. Glenn Hixson
 Prom. Mgr., Pub. Dir., Chf. Ann., Farm
 Editor Evans Meier
 News Director Mrs. Maude Rouse
 Chief Engineer Frank Wiedenbach

K O D Y

NORTH PLATTE—1930—NBC-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Radio Station KODY
 Bus.-Studio-Transmitter Address. 1521 W. 12th
 St.
 Phone Number 382
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Lang-Worth
 Representative John Blair
 Membership NAB, BAB
 President, Gen. Mgr. John Alexander
 Office Manager Jerry Wing
 Commercial Manager Joe di Natale
 Chief Announcer Bill Wood
 News Director Charles Craig
 Chief Engineer Jay Blakesley
 Farm Editor Ed Launer

K B O N

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 6:30 a.m.-12 M.
 News Service AP
 Transcription Service Associated
 Representative Pearson
 Membership NAB, BAB
 President John K. Morrison
 Pres., Gen. Mgr. Paul R. Fry
 Station Manager Richard E. Welna
 Commercial Manager Ernest S. Priesman
 Sales Prom. Mgr., Pub. Dir. Beverly Bush
 Prog., Production Director. Richard F. Low
 News Director Richard McCann
 Musical Director Richard Coffey
 Chief Engineer Richard E. Welna
 Consulting Engineer E. L. Dillard

K F A B

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 5 a.m.-12 M.
 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 Promotion Mgr. Don Shoemaker
 Program Director L. A. Miller
 Publicity Director Harold Storm
 News Director Carl Uhlarik
 Musical Director Alene McKinney
 Farm Editor W. E. Macdonald
 Consulting Engineer George Davis

K O I L

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 P. O. Box 355, Council
 Bluffs, Ia.
 Air Time Unlimited
 News Service AP, INS
 Transcription Service Capitol, Standard
 Representative Edward Petry
 Membership NAB, BAB
 President James Stuart
 Sta., Gen. Mgr. William J. Newens
 Sales Promotion Manager. Charles Frandsen
 Commercial Manager Arden Swisher
 Program Director Virgil Sharpe
 News Director Ted L. Haas
 Musical Director Betty 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
 News Service AP, UP
 Transcription Service Standard, Lang-Worth
 Representative Independent
 President Robert H. Storz
 Sta., Comm., Gen. Manager. Todd Storz
 Sales Promotion Jack Sandler
 Program Director Gaylord Avery
 Production Director Don Loughnane
 Publicity Director Jack Sandler
 Chief Announcer Jim O'Neill
 News Director Walt Kavanagh
 Musical Director Peg E. McGrath
 Studio Supervisor Dale Moudy
 Transmitter Supervisor N. P. Nelson
 Farm Editor Russ Leger

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: Francis P. Mathews
 General Manager: Frank P. Fogarty
 Natl. Sales Mgr.: Bob Dooley
 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: 1620-1
 Transmitter Location: 1½ Mi. S.E. of City
 Air Time: 6 a.m.—Sunset
 News Service: AP
 Transcription Service: Capitol

Representative: Hal Holman
 Membership: NAB, BAB
 President: John R. Jirton
 General-Station Mgr.: Russ M. Stewart
 Commercial Manager: Byron Joachim
 Program Director: Warren McGay
 Chief Announcer: Dale Woods
 News Director: Richard Rayman
 Prog., Musical Dir.: Warren McGay
 Chief Engineer: Leslie A. Proctor
 Consulting Engineer: Gautney & Roy

K O L T

SCOTTSBLUFF—1930—CBS

Frequency: 1320 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By: The Hilliard Co.
 Address: 1517½ Bway
 Phone Number: 856
 Transmitter Location: 2 Mi. W. of City
 Air Time: 6 a.m.—12 M.
 News Service: UP
 Transcription Service: Standard
 Representative: McGillvra
 Membership: NAB, BAB
 Pres., Gen.-Sta. Mgr.: L. L. Hilliard
 Commercial Manager: Lew Hunter
 Sales Promotion Manager: Dick Ingwerson
 Program Director: W. G. Walter
 Production Director: Kirk Knox
 Publicity Director: Red Davis
 Chief Announcer: Bob Horstman
 News Director: W. J. Brennan
 Musical Director: Hap Ellis
 Chief Engineer: Harland A. Morrison
 Farm Editor: W. P. Bullock
 Consult. Eng.: Commercial Radio & Equip. Co.

NEVADA

*Population 160,083—Increase +45.2% ('40-'50)—Radio Homes 45,750
 Families 48,510—Stations in State 8*

K E L K

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

Address: Hotel Nevada
 Phone Number: 2077
 Transcription Service: Capitol
 News Service: INS
 Co-Mgr., Chief Engr.: D. I. Hansen
 Co-Manager: D. V. Bradley
 Comm. Mgr., Pgm., News Dir.: J. D. Steward

K E N O

LAS VEGAS—1940—ABC

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Operated By: Nevada Bcstg. Co.
 Business Address: Box 1310
 Phone Number: 1400
 Studio-Transmitter Location: "The Strip,"
 Hw. 91
 Air Time: 5 a.m.—3 a.m.
 News Service: INS
 Transcription Service: Thesaurus
 Representative: W. S. Grant

K E L Y

ELY—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: White Pine Bcstg. Co.

Pres., Gen.-Sta. Manager.....Maxwell Kelch
 Commercial Mgr.....Thompson Magowan
 Prog. Dir.....L. A. Newsome, Jr.
 News Director.....Ed Oncken
 Musical Director.....L. A. Newsome, Jr.
 Chief Engineer.....W. E. Berry
 Consulting Engineer.....J. Tapp

KLAS

LAS VEGAS—1947—CBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Las Vegas Bctrs., Inc.
 Address.....Desert Inn, P. O. Box 1510
 Phone Number.....4646
 Transmitter Location.....East Charleston Blvd.
 Air Time.....6 a.m.-12 M.
 Representative.....Cooke & Western Radio Sales
 Pres., Gen.-Sta.-Comm. Mgr.....Fred Stoye
 Sales Promotion Manager.....Ken Adams
 Program Director.....Larry Geraghty
 Production Director.....Carl Paige
 Publicity Director.....Ruthe Deskin
 Chief Announcer.....John Ryken
 News Director.....Max Miller
 Musical Director.....John Ryken
 Chief Eng., Farm Editor.....Ralph Dow

KRAM

LAS VEGAS—1946—MBS-NBC-KBS

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Boulder City Bcstg. Co.
 Address.....P. O. Box 1712
 Phone Number.....920
 Air Time.....6 a.m.-3 p.m.
 News Service.....UP
 Station Representative.....Avery Knodel
 President.....Edward J. Jansen
 Gen., Comm. Mgr.....Truman B. Hinkle
 Sales Promotion Manager.....Edward J. Jansen
 Program Director.....Gary Pickard
 Publicity Director.....Frances D. Landis
 News Director.....Tom Payne
 Musical Director.....Bill Clifford
 Chief Engineer.....Fred Young

KATO

RENO—1946—MBS-DON LEE-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Sierra Bcstg. Co.
 Business-Studio Address.....Box 2231,
 Mapes Hotel
 Phone Number.....2-4501
 Transmitter Location.....6th & Cassinelli Rds.
 Air Time.....6:30 a.m.-1 a. m.
 Representative.....John E. Pearson, Western
 Radio
 Transcription Service.....MacGregor
 Membership.....NAB, BAB
 President.....R. K. Wittenberg
 Sta.-Gen. Manager.....Robert L. Stoddard
 Commercial Manager.....Bob Hughes

KOH

RENO—1928—NBC

Frequency: 630 Kc.....Power: 5000 Watts
 Owner.....McClatchy Bcstg. Co. of Nev.
 Business-Studio Address.....143 Stevenson St.
 Phone Number.....Reno 5106
 Transmitter Location.....Sparks
 Air Time.....8 a.m.-12 M.
 News Service.....AP, UP
 Transcription Service.....World, Capitol
 Representative.....Paul H. Raymer
 Membership.....NAB
 President.....Eleanor McClatchy
 Station Manager.....Hewitt Kees
 News Editor.....Rolon Irish
 Chief Technician.....Wesley Craig
 Farm Editor.....Charles E. Harris
 Consulting Engr.....George C. Davis

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
 Representative.....George P. Hollingbery
 Membership.....NAB, BAB
 President.....Dave McKay
 General-Station Manager.....H. G. Wells
 Comm., Sales Prom. Mgr.....Jack Kehoe
 Prod., Program Director.....William Ruff
 Chief Announcer.....Bill Binford
 News Dir., Farm Editor.....Len Sherman
 Musical Director.....Al Coon
 Chief Engineer.....Merle Peterson

WHY IS AP
 THE BEST?

BECAUSE—AP members,
 the greatest body
 of news collec-
 tors in the world
 today, provide
 their news to
 their AP.

NEW HAMPSHIRE

Population 533,242—Increase +8.5% ('40-'50)—Radio Homes 142,050
Families 148,120—Stations in State 13

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 Kietzke Lane
Air Time 7 a.m.-M.
News Service UP
Representative Walker
Membership NAB
President Merritt C. Speidel
General Manager Merritt Inch
Station Manager Larry Shields
Commercial Manager Jay G. Barker
Program Director John B. Stodelle
Chief Engineer Wilbur C. Comer

WMOU

BERLIN—1946—KBS

Frequency: 1230 Kc. Power: 250 Watts
Phone Number 1797-8
Transmitter Location Hutchins St.
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth
Representative Kettell-Carter, Radio Reps.
Membership NAB, BAB
President John W. Guider
Program Director Wendell C. MacKenzie
Chief Announcer Phil Brown
News Director Wendell C. MacKenzie
Musical Director Phil Brown
Chief Engineer James F. Hennessey

WTSV

CLAREMONT—1948
MBS-YANKEE-GRANITE

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Granite State Bcstg. Co.
Trans. Address 221 Washington St.
Phone Number 1800
News Service UP
Representative Bannan, Bolling
President William J. Barkley
General Manager W. F. Rust, Jr.
Comm., Sales Prom. Mgr. Fred Sterns
Pgm., Sta. Dir., Chief Anncr. Dick Hill
News Director Joseph V. Shaw
Chief Engineer A. Davis

WKXL

CONCORD—1946—MBS-YANKEE

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Hon. Charles M. Dale
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. Comm., Prom. Mgr. Thomas S. Pingree
Program Director Norm Messer
Chief Announcer Win Blake
Chief Engineer George Davis
Farm Editor Norm Messer

WTSL

HANOVER-LEBANON—1950—MBS
YANKEE

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Granite State Bcstg. Co., Inc.
Address 155 Front St.
Phone Number 4-4075
Representative Bolling
News Service UP
President William J. Barkley
General Manager William F. Rust, Jr.
Commercial Manager Henry Lewis
Program Director Emil Popke
Chief Engineer William Heiser

WKNE

KEENE—1926—CBS-NBS

Frequency: 1290 Kc. Power: 5000 Watts d.
Owned-Oper. By WKNE Corp.
Address 17 Dunbar St.
Phone Number 2080
Transmitter Location Stanhope Ave.
News Service UP
Transcription Service World
Representative Meeker, Kettell-Carter
Membership NAB, BAB
Pres., Gen. Sta. Mgr. Joseph K. Close
Commercial Manager Frank B. Estes
Sales Prom. Mgr., Pub. Dir. Herbert Allen
Prod. News Director Howard E. Wheelock
Prog. Dir., Chief Announcer Osborne C. Wade
Chief Engineer Ernest F. Batchelder
Farm Editor Stacey Cole

WLNH

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

NEW HAMPSHIRE

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 Merimack
Air Time 6:30 a.m.-11:15 p.m.
News Service AP
Transcription Service Lang-Worth
Representative Adam J. Young, Jr.
Kettell-Carter
Membership NAB
President Morris Silver
Gen., Sta., Prom. Mgr.
Prog. Dir. Warren H. Journay
Commercial Manager Saul Gross
Production Director Frank Flanning
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.
Trans. Address 155 Front St.
Phone Number 44075
Air Time 6 a.m.-11:30 p.m.
News Service UP
Representative Borgatti, Bolling
President W. J. Barkley
General Manager W. F. Rust, Jr.
Commercial Manager Ralph Gottlieb
Program Director 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 6:30 a.m.-11:15 p.m.
News Service AP
Transcription Service World
Representative Weed
Membership NAB, BAB
President Hon. Francis P. Murphy
Sta., Comm. Gen. Mgr. Hervey Carrier
Production Dir. Bernie Mack

News Director Tom Power
Musical Dir. Bertram Colter
Chief Engineer Vincent Chandler
Farm Editor Robert Webster
Consulting Engr. Tansky & Bailey

W O T W

NASHUA—1947

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By Nashua Bcstg. Corp.
Bus.-Studio-Transmitter Location Lund Rd.
Phone Number 5000
Air Time Daytime
News Service UP
Transcription Service World
Representative Bertha Bannan, Walker
Membership NAB, BAB
Pres., Gen. Prom. Mgr. Arthur A. Newcomb
Asst. Gen. Mgr. Angeline Kopka
Program Dir. Paul Keefe
News Director Edward Lecius
Chief Engineer Robert C. Bingham
Consulting Engineer Russell P. May

W H E B

PORTSMOUTH—1932—MBS

Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Operated By WHEB, Inc.
Bus.-Studio-Transmitter Address Lafayette Rd.
Phone Number 4080
Air Time Daytime
News Service AP
Transcription Service World
Representative Walker
Pres., Gen. Mgr. Hon. Charles M. Dale
Commercial Manager Jack Kane
Sales Promotion Walt Emery
Program Dir. Lucien Dumont
Chief Announcer Roger Walker
Musical Director Don Grady
Chief Engineer Anthony Vaccaro

W W N H

ROCHESTER—1948
GRANITE STATE

Frequency: 930 Kc. Power: 1000 Watts d.
Owned-Operated By Stratford Bcstg. Corp.
Address Rochester Hill Rd.
Phone Number 1400-1
Air Time Sunrise-Sunset
News Service UP
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

Population 4,835,329—Increase +16.2% ('40-'50)—Radio Homes 1,261,110
Families 1,306,850—Stations in State 18

WJLK

ASBURY PARK—1926

Frequency: 1310 Kc. Power: 250 Watts
Owned-Operated By. Asbury Park Press, Inc.
Address Press Plaza
Phone Number Asbury Park 2-3000
Transmitter Location Neptune, N. J.
Air Time 7 a.m.-M.
News Service AP
Transcription Service Associated
Representative Jos. McGillvra, Inc.
Membership NAB, BAB
President Wayne D. McMurray
Station Manager Thomas B. Tighe
Program Director Everett Rudloff
Chief Engineer Cleon McKnight

WBAB

ATLANTIC CITY—1940—CBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By. Press-Union Publishing Co.
Business Address 1900 Atlantic Ave.
Phone Number Atlantic City 5-1111
Studio-Trans. Address. Absecon Blvd. & Beach
Thoro fare, 1900 Atlantic Ave.
Air Time 7 a.m.-12:05 a.m.
News Service AP
Transcription Service World
Representative Headley-Reed
Membership NAB, BAB
President Albert J. Feyl
Gen.-Sta.-Comm. Mgr. Monroe L. Mendelsohn
Prog. Dir., Chief Announcer. Ralph Shoemaker
News Director Bern Penrose
Musical Director Harry Lee
Chief Engineer Earle Godfrey
Farm Editor Bern Penrose
Consulting Engr. Tansky & Bailey

WFPG

ATLANTIC CITY—1940—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Neptune Bcstg. Corp.
Business Address Steel Pier
Phone Number 5-2188
Transmitter Location Venice Park
News Service UP
Transcription Service MGM
Representative John E. Pearson
Membership NAB
President John J. Laux
Gen., Sta. Mgr. Fred Weber
Commercial Mgr. Wm. C. Byrnes, Jr.
Continuity Dir. Lydia I. Hawksley
Program Dir. Ed Davis
Production Dir. Fred Haggerty
Chief Engineer Blair K. Thron

WMID

ATLANTIC CITY—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. Mid-Atlantic Bcstg. Co., Inc.
Business-Studio Address. Convention Hall
Phone Number 4-1340
Transmitter Location Absecon Blvd.
Air Time 7 a.m.-3 a.m.
News Service AP
Transcription Service Lang-Worth
Representative Forjoe
President Richard Endicott
Gen., Sta. Mgr. David H. Freedman
Chf. Ann., Prod. Dir. Alan Owen
Publicity Dir. Irving Peiser
News Director William Konser
Musical Director Ruth Talley
Chief Engineer Norman Katz
Farm Editor Fred Parker

WSNJ

BRIDGETON—1937—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By. Eastern States Bcstg. Co.

WFPG

Atlantic City, N. J.
Serving the 107th Market
of the Nation



with

MORE play-by-play sports
MORE network programs
MORE news
from its

408 FOOT TOWER

(Tallest structure in New Jersey,
south of Newark)

WSTV
Steubenville

WBMS
Boston

WPIT
Pittsburgh

WFPG
Atlantic City

NEW JERSEY

Address Bridgeton
 Phone Number 2930
 Transmitter Location Old Burlington Rd.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative Thomas Clark
 President Russell S. Henderson
 General-Station Manager Paul Alger
 Commercial Manager Jerry Alden
 News Director Don Hart
 Chief Engineer Francis Fekel
 Farm Editor Don Hart

W C A M
CAMDEN—1924

Frequency: 1310 Kc. Power: 2000 Watts
 Owned-Operated By City of Camden, Inc.
 Business-Studio Address City Hall
 Phone Number Emerson 5-5600
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Standard, Capitol
 Membership NAB
 Director Mayor George E. Brunner
 Managing Dir. Willard C. Schriver
 Sta., Comm. Mgr. John Cleary
 News Director William Stewart
 Chief Engineer John Zander

W K D N
CAMDEN—1948

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By So. Jersey Bcstg. Co.
 Business Address 2881 Mt. Ephraim Ave.
 Phone Number EM 5-7200
 Air Time Daytime
 News Service AP
 Transcription Service Associated, SESAC
 Pres., Gen. Mgr. Major Ranulf Compton
 Station Manager Gordon Giffen
 Program Director Jerry Williams
 News Director Bob Ross

W M T R
MORRISTOWN—1948

Frequency: 1250 Kc. Power: 500 Watts d.
 Owned-Operated By Morristown Bcstg. Co.
 Address P. O. Box 345, Park Square Bldg.
 Phone Number MO 4-5700
 News Service AP
 Transcription Service Associated
 Representative Deveny & Co.
 Membership NAB
 President George S. Croy
 Station Mgr. Kenneth A. Croy
 Commercial Mgr. Clement T. Lowden
 Chief Engineer Rudolph C. Prow
 News Director 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; BARcklay 7-8216
 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
 Promotion Director James Sondheim
 Program Director George Green
 Public Relations Director Roland Trenchard
 Director, Educ. Activities Robert B. Macdougall
 V.P., Engineering Frank V. Bremer

W V N J
NEWARK—1948—NJSN

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By Newark Bcstg. Corp.
 Business-Studio Address 45 Central Ave.
 Phone Number Mitchell 3-7600
 Transmitter Location Livingston
 Air Time 6 a.m.-1 a.m.
 News Service UP
 Transcription Service Lang-Worth, Standard
 Membership NAB
 V.P., Gen.-Comm Mgr. Ivon B. Newman
 Station Manager Helen Sutton Newman
 Publicity Director Walter Kaney
 Chief Engineer Bernard Kellom

W

V

N

J

620 on your dial

The most for your
 dollar in the
 metropolitan area

NEWARK N. J.

W H B I
NEWARK—1921

Frequency: 1280 Kc. Power: 2500 Watts d.;
1000 Watts n.

Owned-Operated By... May Radio Bcst. Corp.
Business-Studio Address... 100 Shipman St.
Phone Number... Mitchell 2-7354
Transmitter Location... 155 Washington St.
Air Time... Unlimited
Representative... Masi, Maplewood, N. J.
Membership... NAB
Pres., Gen. Mgr... James L. Shearer
Sta., Comm. Mgr., Prog. Dir... William Masi
Chief Engineer... Herman Foster

W N J R
NEWARK—1947

Frequency: 1430 Kc. Power: 5000 Watts
Owned-Operated By... North Jersey Radio, Inc.
Business-Studio Address... 91 Halsey St.
Phone Number... Market 3-2700
Transmitter Location... Union
Air Time... 7 a.m.-M.
News Service... INS, UP
Transcription Service... World, Standard
Representative... Rambeau
President... Edward W. Scudder, Jr.
Gen., Sta., Comm. Mgr... Harry D. Goodwin
Pub. Dir., Sales Prom. Mgr... James R. Ryall

Program Director... Steven Van Gluck
Chief Engineer... Peter Testam
Farm Editor... Will Peigelbeck
Consulting Engr... Paul Godley

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
Membership... NAB, BAB
Pres., Gen. Mgr... James L. Howe
Station Manager... Robert Williams
Commercial Manager... James M. Vogdes
Program Director... Donald V. Meaney
News Director... Kenneth Bernstein
Chief Engineer... Robert L. Williams
Consulting Engineer... Russel P. May

W P A T

PATERSON—1941

Frequency: 930 Kc. Power: 5000 Watts
Owned-Oper. By... North Jersey Bcstg. Co., Inc.
Business-Studio Address... 66 Hamilton St.
Phones... Armory 4-3400, Pennsylvania 6-2945

IT'S

W P A T

FOR

RESULTS

IN

NEW YORK, NEW JERSEY and
CONNECTICUT

930 Kc.

5000 Watts

Transmitter..... Broad at Hepburn Rd. Clifton
 Air Time..... 6 a.m.-1 a.m.
 News Service..... UP
 Transcription Service..... Associated, Sesac,
 Lang-Worth
 President..... Richard Drukker
 General Manager..... D. I. Wright
 Program Director..... Don Kerr
 Asst. V.P., Chief Engineer..... Earl F. Lucas
 Musical Director..... Frank Tuoti

W O N D

PLEASANTVILLE—1950

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Pioneer Bcstrs., Inc.
 Address..... Old Turnpike
 Phone Number..... 3971
 Transcription Service..... Standard
 News Service..... AP
 President..... Charles Rupp
 Gen., Comm. Mgr..... A. Harry Zoag
 Pgm. Dir., Prom. Mgr..... John Struckell
 Chief Engineer..... Milton Thurlow
 News Director..... Art Keiser
 Farm Editor..... Bill Gregory

W T N J

TRENTON—1923

Frequency: 1300 Kc..... Power: 250 Watts
 Owned-Operated By..... WOAX, Inc.
 Address..... 416 Bellevue Ave.
 Phone Number..... 8149
 Transmitter Location..... Lincoln Pl.,
 Morrisville, Pa.
 Air Time..... Sunrise to Sunset only
 News Service..... UP
 Transcription Service..... Sesac
 Gen., Comm. Mgr., Prog. Dir., Murray J. Green
 Chief Announcer..... Frank T. Parr
 Chief Engineer..... John Novak

W T T M

TRENTON—1942—NBC

Frequency: 920 Kc..... Power: 1000 Watts
 Owned-Operated By..... Trent Bcast. Corp.
 Business-Studio Address..... 541-43 E. State St.
 Phone Number..... 5-8515-6-7-8
 Transmitter Location..... Yardley, Pa.
 Air Time..... 7 a.m.-12:05 a.m.
 News Service..... UP
 Representative..... For Joe
 Membership..... NAB, BAB
 President..... Hon. Elmer H. Wene
 General Manager..... Carl Mark
 Commercial Manager..... Fred L. Bernstein
 Sales Prom. Mgr..... Alfred J. Larker
 Program Director..... William R. Griffin
 Publicity Director..... Mary Irish
 News Director..... Arnold Snyder
 Chief Engineer..... Theodore P. Killmer
 Consulting Engr..... Paul Godley

W W B Z

VINELAND—1945

Frequency: 1360 Kc..... Power: 1000 Watts
 Owned-Operated By..... Community Bcastg. Serv.,
 Inc.
 Address..... 633 Wood St.
 Phone Number..... Vineland 7-1360
 Transmitter Location..... Isaac & Gershal Aves.,
 Brotmanville, N. J.
 Air Time..... 6 a.m.-12 M.
 News Service..... UP
 Transcription Service..... World
 Representative..... McGillvra
 President..... Joseph M. Bullock
 Gen., Sta., Prom. Mgr..... Fred M. Wood
 Commercial Manager..... John Serra
 Program Director..... Dorothy H. Carlson
 Chief Engineer..... C. V. Mullen
 Consulting Engineer..... John Creutz

NEW MEXICO

*Population 681,187—Increase +28.1% ('40-'50)—Radio Homes 154,300
 Families 170,300—Stations in State 23*

K A L G

ALAMOGARDO—1950

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... Oters Bcastg. Assn.
 Address..... Box 268
 Phone Number..... 311
 News Service..... UP
 Co-Owners..... Louis M. Neale, Jr.,
 Norman Lassetter
 Commercial Manager..... Floyd R. Grady
 Program Director..... Bob Hoffman
 Chief Engineer..... Louis M. Neal, Jr.

K G G M

ALBUQUERQUE—1927—CBS

Frequency: 610 Kc..... Power: 5000 Watts
 Owned-Oper. By..... New Mexico Bcastg. Co.
 Business Address..... P. O. Box 1294
 Phone Number..... 3-4543
 Transmitter Location..... So. 2nd St.
 Air Time..... 5:30 a.m.-12 M.
 News Service..... UP, AP
 Transcription Service..... World
 Representative..... Avery-Knodel, Inc.
 Pres., Gen. Mgr..... A. R. Hebenstreit
 Music Pgm., Prod., Pub. Dir. Robt. Van Driel

News Director John Kirkwood
 Chief Engineer Leonard F. Dodds
 Consulting Engr. A. Earl Cullum, Jr.

Chief Engineer John Morrison
 Farm Editor Cecil Pragnell

K O A T

ALBUQUERQUE—1946—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Alvarado Bcstg. Co., Inc.
 Business-Studio Address 122 S. Tulane
 Phone Number 5501
 Transmitter 2000 W. Indian School Rd.
 Air Time 24 hrs.
 News Service UP
 Transcription Service Capitol Lang-worth
 Representative Cooke
 President Herbert W. Wimberly
 General Manager A. M. Caldwell
 Chief Engineer William Carman

K O B

ALBUQUERQUE—1920—NBC

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 3-4411
 Transmitter Location Alameda
 Air Time 6 a.m.-M.
 News, Service AP, INS
 Transcription Service Standard
 Representative Free & Peters
 Pres., Gen. Mgr. T. M. Pepperday
 Station Manager Phil Hoffman
 Program Director John Griswold
 Asst. Prom. Mgr. Rolf S. Nielsen
 Chief Engineer George S. Johnson

K V E R

ALBUQUERQUE—1947—MBS GREAT WEST

Frequency: 1340 Kc. Power: 250 Watts d.;
 250 Watts n.
 Owned-Oper. By Western Air, Inc.
 Address 317 N. Broadway, Box 1388
 Phone Number 3-1744
 Transmitter Location Old Albuquerque
 Air Time 5:30 a.m.-M.
 News Service UP
 Transcription Service MGM
 Representative Walker Co.
 Membership NAB, BAB
 President William T. Kemp
 General Manager Ken Palmer
 Station Manager Keith Type
 Commercial Manager Paul Kehle
 Sales Promotion Manager Ernie Hill
 Program Director Raquel Marquez
 Publicity Director Violet Shine
 Chief Announcer Connie Alexander
 Musical Director Mac Vernon

K S V P

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

K A V E

CARLSBAD—1936—CBS-SWN

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Carlsbad Bcstg. Corp.
 Business-Studio Address 601 No. Canal St.
 Phone Number 244
 Transmitter Location 3 mi. SW City
 Air Time 6 a.m.-M.
 News Service AP
 Representative Taylor Co.
 President Val Lawrence
 General-Station Mgr. Norman R. Loose
 Commercial Manager Don Meyers
 Program Director Alexander Pitcaithley
 Chief Engineer William Sene

K P B M

CARLSBAD—1950

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Operated By McEvoy Bros.
 Address 313 W. Mermod
 Phone Number 1095
 Transcription Service Lang-Worth
 News Service AP
 Pres., Gen. Mgr. Maurice F. McEvoy
 Commercial Manager Darrell A. Swayze
 Program Director Wayne F. Scott
 Chief Engineer Harland Nifong
 News Director Earl Burnam

K L M X

CLAYTON—1949

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Air-Ne-Mix Bcstg.
 Address Fair Grounds
 Phone Number 616
 Transcription Service Capitol
 News Service UP
 President Arthur Jernigan
 Vice-President E. K. Stevens
 Secy.-Treas. E. H. Beckner

NEW MEXICO

Gen., Prom. Mgr., News, Pgm. Dir. . . . Frank Vale
Commercial Manager James Morris
Chief Engineer Robert Waters

KICA

CLOVIS—1933—MBS

Frequency: 980 Kc. Power: 1000 Watts
Owned-Operated By: Hugh DeWitt Landis &
R. B. McAlister
Address 520 Pile St.
Phone Number 5511
Transmitter Location 1 mile East of Clovis
Air Time 5:30 a.m. to 11:30 p.m.
News Service AP, UP
Transcription Service Standard, Lang-Worth
Station Representative O. L. Taylor Co.
Membership NAB, BAB
President DeWitt Landis
General Manager R. B. McAlister
Prod., Progr. Director Robt. L. Sanders
Musical Director Wm. Evans
Chief Engineer Vernon Hughes

KGAK

GALLUP—LBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Thunderbird Broad. Co.
Address-Transmitter East Highway 66
Phone Number 1177
Air Time 6:30 a.m. to 11 p.m.
News Service UP
Transcription Service Capital, Lang-Worth
Station Representative McGillvra
President, Gen. Mgr. Merle H. Tucker
Com. Mgr., Progr. Dir. B. J. Fitzpatrick
Chief Announcer Don Husted
News Director B. J. Fitzpatrick
Chief Engineer Kay Palmer
Consulting Engineer Craven, Lohnes & Culver

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-Borroff
President W. E. Whitmore
General Manager Harry McAdams
Commercial Manager Phil McGee
Program Director Dortha A. Montgomery
Chief Engineer Roy Evans

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
News Service UP
Transcription Service Capitol
Membership NAB
Representative Continental Radio Sales
President Leonard R. Trainer
Gen., Sta. Mgr., Ch. Engr. Russell A. Walz
Commercial Manager A. B. Gemoets
Program Director Lynne Rasmussen

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

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 1/2 mi. E. City
Air Time 6 a.m.-11 p.m.
News Service UP
Transcription Service Standard
Representative Hil F. Best
Pres., Gen.-Station Mgr. Ernest N. Thwaites
Program Director Dorothy G. Thwaites
Chief Engineer A. F. Schultz

KRSN

LOS ALAMOS—1949

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Alvarado Bcstg. Co.
Address Community Center
Phone Number 4422
Representative Cooke
Transcription Service Capitol
News Service UP
President H. W. Wimberly
Vice-Pres., Gen. Mgr. H. W. Bumpas
Secy-Treas. A. M. Cadwell
Station Manager Bob Porton

KRTN

RATON—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Southwest Bcsters, 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 ServiceUP
 Transcription Service.....Standard, World
 Representative.....Hil F. Best
 Pres., Gen. Manager.....Ernest N. Thwaites
 Station Manager.....Stanley K. Brown
 Chief Engineer.....A. F. Schultz

K G F L

ROSWELL—1927—MBS-SW-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KGFL, Inc.
 Business-Studio Address...310 N. Richardson
 Phone Number2000
 Transmitter Location.....511 W. 16th St.
 Air Time.....6 a.m.-11 p.m.
 News ServiceUP
 Transcription Service.....Lang-Worth
 Representative.....Taylor Co.
 Membership.....NAB
 Pres., General Manager.....W. E. Whitmore
 Commercial Manager.....G. F. Roberts
 Program Director.....Oldfield
 Chief Engineer.....Eugene Rader

K S W S

**ROSWELL—1947—ABC-ZIA NET
 LBS**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....McEvoy Bcstg. Co.
 Bus.-Studio Address.....Radio Center
 Phone Number2400
 Transmitter Location.....19th & Railroad Sts.
 Air Time.....Unlimited
 News ServiceAP
 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
 Farm, Pgm., News Dir.....Tom Foulkes
 Chief Engineer.....Ray R. Summersgill

K T R C

SANTA FE—1946—ABC-LBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By...Alvarado Broad. Co., Inc.
 Address.....122 South Tulane
 Phone No.....57501 (Albuq.), 3003 (Santa Fe)
 Transmitter Location...208 East Marcey St.
 Air Time.....6.00 a.m. to 12 M.
 News ServiceUP

Transcription ServiceCapitol
 President.....Herbert W. Wimberly
 General Manager.....A. M. Caldwell
 Commercial Manager.....Al Paul Theil
 Sales Promotion Manager.....Al Paul Theil
 Sta. Mgr., Prog.-Prod. Dir.....Hugh M. Gray
 Publicity Director.....Nap Gonzales
 Chief Announcer.....Acton Tillery
 News Director.....Milton Young
 Musical Director.....Monica Rodgers
 Chief Engineer.....Ray Wilkins

K V S F

SANTA FE—1935—CBS

Frequency: 1260 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Sante Fe Bcstg. Co.
 Business-Studio Address...759 Cerrillos Rd.
 Phone Number2020
 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

K S I L

SILVER CITY—1946—CBS-SW. NET

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Dorrance D. Roderick
 Bus.-Studio-Transmitter Address..17th & Cactus
 St., P. O. Box 590
 Air Time.....6 a.m.-11:15 p.m.
 News ServiceAP
 Representative.....Taylor-Boroff
 General Manager.....Carl Dunbar
 Gen. Adv. Mgr.....R. C. Hughes
 Program Director.....Ed Duty

K T N M

TUCUMCARI—1941—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....The McMa Agency
 Business Address.....Box 668
 Phone Number100
 Transmitter Location..Outside east city limits
 Air Time.....6 a.m.-10:30 p.m.
 News ServiceUP
 Partners.....Grady Franklin Maples,
 R. B. McAlister
 Gen. Sta. Mgr., Prog., Pub., News Dir.
 Grady Franklin Maples
 Commercial Manager.....Keith Kivlehen
 Chief Announcer.....Webster Smith
 Chief Engineer.....David Fred White, Jr.
 Continuity Chief.....George Entz
 Traffic Manager....Kathryn Ann Stephenson

AMUSEMENTS

COLE BROTHERS CIRCUS
 THE CZECHOSLOVAK INDUSTRIAL FAIR
 LOEW'S INC.
 MADISON SQUARE GARDEN CORPORATION
 NATIONAL ASSOCIATION OF ENGINE
 & BOAT MANUFACTURERS
 PARAMOUNT PICTURES, INC.
 R. K. O. RADIO PICTURES, INC.
 RINGLING BROTHERS & BARNUM
 & BAILEY CIRCUS
 TWENTIETH CENTURY-FOX FILM
 CORPORATION

AUTOMOBILES

AUSTIN OF ENGLAND
 CHRYSLER CORPORATION
 (PLYMOUTH MOTOR DIVISION)
 DODGE BROTHERS CORPORATION
 FORD DEALERS OF AMERICA
 GENERAL MOTORS CORPORATION
 (CHEVROLET MOTOR DIVISION)
 (OLDSMOBILE DIVISION)
 HUDSON SALES CORPORATION
 KAISER-FRAZER CORPORATION
 NASH KELVINATOR CORP.
 PACKARD MOTOR CAR CO.
 SIR WILLIAM ROOLES

BEVERAGES

ATLANTIC SALES CORPORA
 EASTERN WINE CORPORAT
 GARRETT & COMPANY
 KARLUDER BREWING COMPAN
 MILLER BREWING COMPAN
 NATIONAL DISTILLERS CORP
 (CAMBRIDGE & DANVILLO
 RUSSAN & HOBANAN BREW
 COMPANY
 THE F. & M. SCHAEFER
 BREWING COMPANY
 TROMMER, INC., JOHN F.

**CLOTHING & APPAREL
(BY MFG.)**

SA-RAY CLOTHING COMPANY, I
 SUE IN-FORM BROS. SISTERS
 MISS SWANK, INC.

CONFECTIONS & SOFT DR

BARTON BONBONNIERE
 BLEYER ICE CREAM COMPANY
 COLONIAL HOUSE CANDIES
 FANNY FARMER CANDY COMPANY
 KIRSCH BEVERAGES, INC.
 LIFE-SAVERS, INC.
 PEPSI-COLA COMPANY
 PETER PAUL, INC.
 PHILADELPHIA DAIRY PRODUCTS
 COMPANY
 PLANTERS NUT & CHOCOLATE COMPANY
 RYAN CANDY CORPORATION
 SOPHIE MAE CANDY CORPORATION
 WILLIAMSON CANDY COMPANY

DRUGS & PHARMACEUTICALS

THE ANAMIST COMPANY (SUBSIDIARY
 OF: PYRIDINUM CORPORATION)
 B. C. KEMEDY COMPANY
 BAYER COMPANY (DIVISION OF
 STERLING DRUG, INC.)
 BEAUMONT COMPANY
 BRISTOL-MYERS COMPANY
 BLOCK DRUG COMPANY
 BREITENBACH COMPANY, M. J.
 CARTER PRODUCTS, INC.
 CONSOLIDATED ROYAL CHEMICAL
 CORPORATION
 DOLCIN CORPORATION
 FOSTER-MILBURN COMPANY
 GROVE LABORATORIES, INC.
 HUMPHREY'S HOMEOPATHIC
 MEDICINE COMPANY
 THE KNOX COMPANY
 MARYLAND PHARMACEUTICAL COMPANY
 MCKESSON & ROBBINS COMPANY
 MILLS LABORATORIES
 MUSTEROLE COMPANY
 PHARMACO, INC.
 LYDIA E. FURNHAM MEDICINE COMPANY
 THE PINEX COMPANY
 RHODES PHARMACEUTICAL COMPANY
 SECK & KADE, INC.

DRUGS & PHARMACEUTICALS**(Cont'd)**

UNION PHARMACEUTICAL COMPANY
 VICKI CHEMICAL COMPANY
 WHITEHALL PHARMACEUTICAL COMPANY

FOODSTUFFS

AIRLINE FOODS CORPORATION
 AMERICAN HOME FOODS
 ARNOLD BAKERS, INC.
 ATLANTA PRODUCTS CORPORATION
 THE BEST FOODS, INC.
 THE BORDEN COMPANY
 BOWEN'S INC.
 BLUITHORN MACARONI COMPANY
 CALIFORNIA PACKING CORPORATION
 CALIFORNIA WALNUT GROWERS
 ASSOCIATION
 CAMBELL SOUP COMPANY
 CONTINENTAL BAKING CORPORATION
 CONVERTO RICE, INC.
 D'ARIGO BROTHERS COMPANY
 DELAWARE C-

INSURANCE & FINANCIAL

AMERICAN PROGRESSIVE HEALTH
 INSURANCE COMPANY OF NEW YORK
 CHASE NATIONAL BANK OF THE
 CITY OF NEW YORK
 HARRIS, UPHAM & COMPANY
 KIDDER, PEARSON & COMPANY
 MANUFACTURERS TRUST COMPANY
 METROPOLITAN LIFE INSURANCE
 COMPANY
 NORTH AMERICAN ACCIDENT
 INSURANCE COMPANY
 UNION TRUST SAVINGS BANK

RETAIL ESTABLISHMENTS

CONFORMAL SHOES (DIVISION OF,
 INTERNATIONAL SHOE COMPANY)
 DIANE BEAUTY SALON
 DUPONT DR.

MISCELLANEOUS

AD ASTRA, INC.
 ALBIN ENTERPRISES, INC.
 AMERICAN AIRLINES
 AMERICAN MEDICAL ASSOCIATION
 AMSTERDAM SALES COMPANY
 THE ANDERSON COMPANY
 BEAR RIDGE LAKE
 THE BOOKHOUSE FOR CHILDREN
 BOXCRAFT OF NEW JERSEY
 BULDOZA WATCH COMPANY
 BURLINGTON MILLS
 CAT'S PAW RUBBER COMPANY
 CAREFUL CARD COMPANY
 CHRISTY CHEMICAL COMPANY
 CLINE'S RUG & FURNITURE SERVICE
 ESSER RUG CLEANING COMPANY &
 HUDSON RUG CLEANING COMPANY
 COLONIAL AIRLINES
 CONSUMERS MUSIC SHOP
 LIER PUBLISHING
 SHING COMPANY
 SKRAMANNA & WESTERN
 PRODUCTS, INC.
 K. COMPANY, JOSEPH
 COMPANY
 COMPANY
 ILL
 MERCHANDISE MART
 RUITING SERVICE
 CH
 VLAND
 SUMMERBEE,
 INC.
 PRODUCTS
 MONTH
 CORPORATION
 MPANY
 DAD
 CLARK
 WATCH
 NO SALON
 WORK
 CORPORATION
 COMPANY
 MINNESOTA MINING COMPANY
 NATIONAL CARBON COMPANY
 NATIONAL PHYSICIANS ELECTRONIC
 EQUIPMENT LABS, INC.
 NEW JERSEY & NEW YORK PASSBOOK
 COMPANY
 NEW YORK DAILY NEWS
 NEW YORK HERALD TRIBUNE
 NEW YORK JOURNAL-AMERICAN
 NEW YORK MIRROR
 NEW YORK TELEPHONE COMPANY
 NEW YORK TIMES
 NEW YORK WORLD-TELEGRAM & SUN
 NORTHEAST ELECTRIC COMPANY
 OLIVER NURSERY FARMS, M.
 OLSON COMPANY
 OMINIBOOK, NEW YORK
 THE PERFECT CIGAR COMPANY
 PHILADELPHIA & READING COAL & IRON
 COMPANY
 PILOT RADIO CORPORATION
 PARENTS-HALL, INC.
 THE QUAKER OATS COMPANY
 RADIO OFFER COMPANY
 RADIO BARGAIN GUILD
 RESERVE CORPS (ORGANIZED)
 ROBBINS MUSIC CORPORATION
 ROBINSON PUBLICATIONS
 RONDEL ART METAL WORKS, INC.
 ROOTER MOTORS, INC.
 THE SEMAK COMPANY
 STERN'S NURSERIES
 TOWN & COUNTRY GIFT SHOP
 TRANSCONTINENTAL & WESTERN
 AIRLINES, INC.
 TAT-ONN PATTERNS
 TUNNEL ADVERTISING COMPANY
 TWENTIETH CENTURY AIR COACH
 SYSTEM
 U.S. ARMY AIR FORCE
 VIM RADIO & SPORTING GOODS STORE
 WESTCHESTER RACING ASSOCIATION
 WILLIAM H. WISE & COMPANY
 WORLD EDITIONS, INC.
 YORKERS TROTTING ASSOCIATION, INC.

WOR sells everything

NEW YORK

Population 14,830,192—Increase +10.0% ('40-'50)—Radio Homes 3,879,900
Families 4,008,160—Stations in State 95

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 Number4-4193
Transmitter Location... Braintree St., Colonie
Air Time.....7 a.m.-M.
News ServiceUP
Transcription ServiceThesaurus
RepresentativeEverett-McKinney
MembershipNAB
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—1925—UBS

Frequency: 1460 Kc. Power: 5000 Watts
Owned-Oper. By...Gov. Dongan Bcstg. Corp.
Bus.-Studio Address.....Hotel Wellington,
136 State St.
Phone Number3-6638
Transmitter Location.. Kenwood Ave., Elsmere
Air TimeUnlimited
News ServiceAP
Transcription Service.....Standard
RepresentativeMcGillora
President, General Mgr.....James T. Healey
Station ManagerA. Kellert
Program Director.....Paul Baron
Chief Announcer.....Lyle Bosley
Musical Director.....Gordon Seaman
Chief Engineer.....Al Sardi
Consulting Engr.....Millard M. Garrison

W P T R

ALBANY—1948—

Frequency: 1540 Kc. Power: 50,000 Watts
Owned-Oper. By...Patron Brcdstg. Co., Inc.
Address.....Hotel Ten Eyck
Phone Number5-3345, 5-5422
Transmitter Location.Middle Rd., Colonie, N. Y.
Air TimeUnlimited
News ServiceAP, INS
Transcr. ServiceAssociated, SESAC
Station Representative.....Weed and Co.
MembershipNAB
PresidentJ. Myer Schine
General ManagerRobert L. Coe
Sta. Mgr., Ch. Engr....W. Russell David, Sr.
Com. Prom Mgr.....George L. Sutherland
Program Director.....Glen Walrath

Publicity News Dir...Howard W. Maschmeier
Chief AnnouncerGlen Walrath
Musical DirectorFrank D'Armond
Farm EditorEllis Barrett
Consulting EngineerA. D. Ring, Inc.

W R O W

ALBANY—1947—MBS

Frequency: 590 Kc. Power: 5,000 Watts d.;
1,000 Watts n.
Owned-Oper. By..Hudson Valley Br. Co., Inc.
Address.....112 State Street
Phone Number3-2225
Transmitter Location...Route 9W—Glenmont
Air Time6:00 a.m. to 1:00 a.m.
News ServiceINS, UP
Transcription ServiceWorld
Station Representative.....The Bolling Co.
MembershipNAB
President.....Dr. John J. Quinlan
General Manager.....Harry L. Goldman
Station Mgr., Prog. Dir.....Johnny Lee
Commercial Mgr.....Norman D. Tillman
Production Director.....Mary Elinor Wells
Chief AnnouncerWalter Sheahan
News Director.....Arnold Freedman
Musical DirectorRichard Hartigan
Chief EngineerCharles Heisler
Farm EditorGeorge Michael

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 Number6-7676
Transmitter LocationSelkirk
Air Time.....6:00 a.m.-12:05 a.m.
News ServiceUP
RepresentativeKatz
President, Gen. Mgr.....Stephen R. Rintoul
Commercial Manager.....Gren Rand
Sales Prom. Mgr.....Eugene Fitzpatrick
Program Director.....Fred Daiger
News DirectorGeorge Tabachnick
Chief Engineer.....George Wetmore
Consulting Engr.....Robert M. Sulliman

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 Number4000

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-KBS

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 Heifer
 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.-12:05 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative George P. Hollingbery
 Membership NAB, BAB
 President Donald Kramer
 General Manager C. A. Bengtson

Station Executive E. R. Vadeboncoeur
 Commercial Manager H. R. Nicholson
 Program Director Charles Bishara
 Publicity, News Director George O'Connor
 Chief Announcer Jan Costley
 Chief Engineer A. A. Kelley
 Consulting Engr. Craven, Lohnes & Culver

W K O P

BINGHAMTON—1947—MBS

Frequency: 1360 Kc. Power: 100 Watts d.. 500 n.
 Owned-Oper. By The Binghamton Bcst's., Inc.
 Business-Studio Address 34 Chenango St.
 Phone Number 2-3437
 Transmitter Location Morgan Rd.
 Air Time 5.30 a.m.-1 a.m.
 News Service AP
 Transcription Service World
 Representative Burn-Smith
 Membership NAB
 Pres., Gen. Sta. Mgr. Andrew Jarema
 Prom.-Com. Manager Norman Stewart
 News-Prod.-Prog. Dir., Farm Editor
 Wally Buman
 Publicity Director Frahn O'Connor
 Chief Engineer Art Goodwin
 Musical Director Len Hathaway
 Chief Announcer Art Goodwin
 Chief Engineer Charles Hallinan
 Consulting Engineer Dixie B. McKee

W N B F

BINGHAMTON—1927—CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By Clark Associates, Inc.
 Business Address P. O. Box 48
 Phone Number Binghamton 2-3461
 Transmitter Location Ingraham Hill
 News Service UP
 Transcription Service Capitol
 Representative Bolling
 Membership NAB
 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
 Consulting Engineers Lawsky & Bailey

W E N E

**BINGHAMTON—ENDICOTT—1947
 ABC**

Frequency: 1430 Kc. Power 5000 Watts
 Owned-Oper. By Empire Newspapers-Radio
 Business-Studio Address Radio Center

NEW YORK

Phone Number 5-3351
 Transmitter Location Pierce Hill, Vestal
 Air Time 6 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Associated
 Transcription Service Associated, Capitol
 Representative Radio Reps. Inc.
 Membership NAB, BAB
 President James H. Ottaway
 Managing Director F. H. Brinkley
 Sta., Comm., Sales Prom. Mgr. S. W. Ryder
 Pgm., Prod. Dir., Farm Editor. Harold E. Graves
 Publicity Dir. James A. McKechnie
 News Director Harold Hancock
 Musical Director Harold E. Graves
 Chief Engineer Sheldon W. Weyland
 Consulting Engr. Chambers & Garrison

W B E N

BUFFALO—1930—NBC

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By W.B.E.N., Inc.
 Phone Number MOhawk 0930
 Transmitter Location Grand Island
 Air Time 5:45 a.m.-1 a.m.
 News Service AP, INS, UP
 Transcription Service

Thesaurus, Lang-Worth, Standard
 Representative Edward Pety
 Membership NAB, BAB
 President Edward H. Butler
 General Manager C. Robert Thompson
 Station Manager Frank W. Kelly
 Local Sales Mgr. C. E. Daly
 Program Director William E. Rich
 Publicity Director Joseph A. Haeffner
 Chief Announcer 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 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 5:30 a.m.-1:05 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
 Asst. Sta. Mgr. F. R. Greene
 Commercial Manager Nat Cohen
 Sales Promotion Manager R. McPherson
 Program Director Robert Strigl
 Production Director Ray F. Wander, Jr.
 Publicity Director F. L. Lounsberry
 Chief Announcer Allan Lewis
 News Director Jack McLean
 Musical Director David Cheskin
 Chief Engineer K. B. Hoffman
 Farm Editor Donald Huckl-

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 5:30 a.m.-2 a.m.
 News Service AP, INS, Reuters
 Transcription Service Standard
 Representative Katz
 Membership NAB
 President William J. Connors, III
 General Manager Cy King
 Commercial Manager William Doerr, Jr.
 Sales Prom., Pub. Div. Charles Marti
 Program Director Lloyd Gibson
 Production Director Clarence Allen
 Chief Announcer Ed Tucholka
 News Director Gene Barry
 Musical Director Victor D'Ana
 Chief Engineer Frank B. Ridgeway

W W O L

BUFFALO—1947—PBS

Frequency: 1120 Kc. Power: 1000 Watts d.
 Owned-Operated By Greater Erie Broad. Co.
 Address 315 Main St.
 Phone Number MO 1200
 Trans. Location Dorance St., W. Seneca, N. Y.
 Representative Forjoe
 President Leon Wyszatycki
 Sta. Gen. Mgr. Ted Wyszatycki
 Commercial Manager Jack Greenfield
 Sales Promotion Manager S. Casey
 Prog.-Prod. Director Joe A. Rico
 Chief Announcer Fred Klestine
 News Director Ron Donlevy
 Musical Director Trudy Peebles
 Chief Engineer Frank Saj

BEST BUY in the BUFFALO MARKET!



WKBW

YOUR WESTERN NEW YORK SALESMAN

Greatest Dollar-for-Dollar Value!

In Western New York, WKBW is delivering more measurable "cash-register" results per dollar invested than any other Buffalo station.

If you want to sell merchandise in Buffalo and the rich Western New York Market, WKBW should be...

*Your **FIRST** Choice*

FIRST IN POWER

Ten times more powerful than any other Buffalo station. WKBW's 50,000 watts blanket the Eastern Seaboard from Maine to North Carolina . . . adequate power to reach 10,783,700 radio homes in the most populous section of the United States.

FIRST IN FACILITIES

WKBW has the most modern broadcasting facilities in Western New York . . . the last word in transmitting and studio equipment that maintain under all conditions the ultimate in high standards of broadcast quality.

FIRST IN NEWS

Complete aggressive coverage of local and national news including two sponsored daily newscasts by Roger Baker, Buffalo's all-time favorite radio personality — backed by Winchell, Pearson, Agronsky, Davis, Hill and Headline Edition.

FIRST IN SPORTS

Top coverage of local and national sports with Bill Mazer. Gillette Cavalcade of Sports plus Mazer on all local sports events have made WKBW Western New York's Sports Station. To know the value of a WKBW sportscast, ask the man who bought one.

FIRST IN ENTERTAINMENT

WKBW has a strong line-up every day. Screen Guild Players. Stop the Music. Inner Sanctum. Production Parade. Lone Ranger. Mazer's Matinee. The Original Amateur Hour. Tello-Test. Breakfast Club. My True Story. **We Know Buffalo's Wishes.**

FIRST IN PUBLIC SERVICE

WKBW's record of public service in the field of important civic, patriotic and community activities has won the station undisputed leadership. If it benefits the public, you'll hear it on WKBW.

FIRST IN DOLLAR VALUE

WKBW offers greater coverage than any other Buffalo Station and has developed program and copy techniques that ring the register. Ask our Sales Department for our merchandising success stories.

Not Buffalo's Oldest . . . but Buffalo's *FIRST* Station!

WKBW
BUFFALO'S MOST POWERFUL STATION

50,000 WATTS

AVERY-KNODL
National Representatives

ABC NETWORK

CLINTON H. CHURCHILL
Founder, President and Manager

W K B W

BUFFALO—1925—ABC

Frequency: 1520 Kc. Power: 50,000 Watts
 Owned-Operated By. WKBW, Inc.
 Business Address. Radio Center, 1430 Main St.
 Phone Number. Grant 5101
 Transmitter Location. R.F.D. No. 5, Hamburg
 Air Time. 24 hrs.
 News Service UP
 Transcription Service World
 Representative Avery-Knodel
 Membership NAB
 President, General Mgr. Clinton H. Churchill
 Asst. to Pres. Roger M. Baker
 Sales Manager. Ken Kaplan
 Sales Promotion. Alfred E. Anscombe
 Program Director. Paul Martin
 Publicity Dir. Alfred E. Anscombe
 News Director. Hugh Shannon
 Chief Engineer. Leroy Fiedler

W X R A

BUFFALO-KENMORE—1948

Frequency: 1080 Kc. Power: 1000 Watts d
 Owned-Operated By. W. New York Broad. Co.
 Trans. Loc. 1515 Niagara Falls Blvd., Amherst
 Phone Number. AMherst 1161
 News Service AP
 Transcription Service. Associated
 Station Representative. Wm. G. Rambeau
 General Manager. Thaddeus Podbielniak
 Commercial Manager. Richard C. Shepard
 Sales Prom. Mgr., Pub. Dir. Jack Decker
 Program Director. James J. Frieling
 Chief Announcer Bradley D. Steiger
 Chief Consulting Engr. Edwin R. Sanders

W C B A

CORNING—1949

Frequency: 1350 Kc. Power: 1000Watts d.
 Owned-Operated By
 Corning Wellsboro Broad. Adv. Inc.
 Address. English-Keenan Bldg.
 Phone Number 2608-9
 Transmitter Location. Caton Rd.
 Air Time. 6:30 a.m.-Sunset
 News Service UP
 Transcription Service. Lang-Worth, Capital
 Representative McGillvra, Inc.
 Pres., Gen. Mgr., Sta. Prom. Mgr.
 Paul E. Carpenter
 Commercial Manager. Marcene Therber
 Program Director. Harry Lee
 Production Director. Jerry Wells
 Publicity Director. Wm. McGonigle
 Chief Announcer. Joseph Bishara
 News Director. Jerry Wells
 Musical Director. Harry Lee
 Chief Engineer. Wm. Dowling

W C L I

CORNING—1950—ABC

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By. Corning Leader, Inc.
 Address. 114 Walnut St.
 Phone Number 1000
 Representative Walker
 Transcription Service Associated
 News Service AP
 President. W. A. Underhill
 General Manager. Walter Valerius
 Commercial Manager. Paul Liston
 Program Director. C. Ronald Graham
 Chief Engineer. Allen N. Bell

W K R T

CORTLAND—1947

Frequency: 920 Kc. Power: 1000 Watts d.,
 500 n.
 Owned-Operated By. Radio Cortland, Inc.
 Business Studio Address. 27 N. Main St.
 Phone Number 2990
 Transmitter Location Cortlandville-Virgil
 Townline Rd.
 Air Time 6 a.m.-11:15 p.m.
 News Service UP
 Transcription Service. Lang-Worth, Standard
 Representative. Joseph Hershey McGillvra
 President. Leighton A. Hope
 General Manager. Robert M. Hope
 Station Mgr., Prog. Dir. William J. Hall
 Commercial Manager. Keith W. Horton
 Program Dir. Robert C. Michel
 News Director. Ed Glacken
 Chief Engineer. William Barron
 Farm Editor. Ed Glacken
 Consulting Engr. William L. Foss, Inc.

W F C B

DUNKIRK—1949

Frequency: 1410 Kc. Power: 500 Watts d.,
 500 n.
 Owned-Operated By. Dunkirk Broad. Corp.
 Address. 316 Main St.
 Phone Number 7756-7-8
 Transmitter Location. Willow Rd.
 Air Time. 6:00 a.m.-1:00 a.m.
 News Service AP
 Transcription Service. Standard, Lang-Worth
 Membership NAB, BAB
 Pres., Gen. Mgr., Sta. Mgr. Alois A. Schmidt
 Commercial Manager. Paul Rinehardt
 Program Director. James L. McGrath
 Publicity Director. Robert Gifford
 Chief Announcer. Donald E. Crissy
 Chief Engineer. George Smith
 Farm Editor. James L. McGrath
 Consulting Engr. Russell-May-Washington

the Long Island story

666,200 POPULATION

\$613,220,000 TOTAL RETAIL SALES

\$188,951,000 FOOD STORE SALES

\$138,984,000 AUTOMOTIVE AND
FILLING STATION SALES

\$ 15,084,000 DRUG STORE SALES

That's the market in LONG ISLAND'S NASSAU COUNTY—where WHLI reaches more homes 6 or 7 days a week than any other New York or Long Island Independent Station' . . . and where WHLI delivers more daytime listeners than 4 New York City network stations and all New York City Independents put together!

Data Sources:

Market—SRDS Consumer Markets 1950-51

1—BMB Study #2

2—CONLAN — SPRING 1951

"THE VOICE OF LONG ISLAND"

WHLI

1100 on your dial
WHLI-FM 98.3 MC

HEMPSTEAD, LONG ISLAND, N.Y.

ELIAS I. GODOFSKY, *President*

Represented by RAMBEAU

W E L M

ELMIRA—1947—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....Corning Leader, Inc.
 Business-Studio Address.....222 E. Market St.
 Phone Number.....Elmira 2-1400
 Transmitter Location.....Grand Central Ave.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Walker
 Membership.....NAB, BMB
 President.....W. Allen Underhill
 Sta. Gen. Manager.....Walter Valerius
 Comm.-Sales Prom. Mgr.,
 Publicity Director.....Claude R. Snyder, Jr.
 Prog.-Prod. Dir.....Kenneth C. Powell
 News Director.....Gordon M. Ridenour
 Musical Director.....Ross H. Beatty
 Chief Engineer.....Allen Bell
 Farm Editor.....Gordon M. Ridenour

W O S C

FULTON—1949

Frequency. 1300 Kc. Power: 1000 Watts d.
 Owned-Operated By
 Oswego County Broadcasting Co., Inc.
 Address.....118 Oneida St.
 Phone Number.....1400-1
 Transmitter Location.....Town of Granby
 Air Time.....Sunrise to Sunset only
 News Service.....UP
 Transcription Service.....Lang-Worth, Capitol
 Station Representative.....McGillvra
 President.....D. J. Kesterke
 General Manager.....Ted W. Austin
 Com., Sales Prom. Mgr.....Leo C. Brown
 Prog., Prod., Pub. Dir.....Ted W. Austin
 Chief Announcer, News Dir. Robert Fitzgerald
 Musical Director.....Mrs. Robert Fitzgerald
 Chief Engineer.....Fred Edwards
 Farm Editor.....Robert Fitzgerald

W E N Y

ELMIRA—1939—NBC-MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By..Elmira Star-Gazette, Inc.
 Bus.-Studio Address.....Mark Twain Hotel
 Phone Number.....5181
 Transmitter Location.....Milton St.
 Air Time.....6:30 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....World, Lang-Worth
 Representative.....Everett & McKinney
 Membership.....NAB, BMI
 General Manager.....Dale L. Taylor
 Sales Manager.....Phil Cameron
 Production Director.....Ted Hodge
 Chief Engineer.....Thurlow A. Greene

W G V A

GENEVA—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....Star Bcstg. Co., Inc.
 Address.....Geneva Federal Savings Bldg.
 Phone Number.....6691
 Transmitter Location.....Lennox Park
 Air Time.....6:30 a.m.-M.
 News Service.....AP
 Representative.....Cooke
 Transcription Service.....Standard
 President.....M. R. Forman
 V.P., Comm., Gen. Mgr.....Thomas L. Brown
 Program Director.....William S. Brower, Jr.
 Production Director.....Alex Lamutis
 News Director.....William S. Brower, Jr.
 Chief Engineer.....R. Carleton Greene
 Consulting Engr.....Lohnes & Culver

W G B B

FREEPORT—1923

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By.....Harry H. Carman
 Business-Studio Address...44 So. Grove St.
 Phone Number.....Freeport 9-1400
 Transmitter Location.....215 Bedell St.
 Air Time.....7 a.m.-12 m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Owner, Pres., Gen., Sta. Mgr. Harry H. Carman
 Commercial Manager.....Muray Evans
 Sales Promotion Mgr.....Neal Seaman
 Production Director.....Charles Schon
 Program Director.....A. Cheesman
 Publicity Director.....Robert Stirrat
 News Director.....John Frogge
 Chief Engineer.....Robert Milos
 Consulting Engr.....G. Graham

W H L I

HEMPSTEAD—1947

Frequency: 1100 Kc. Power: 250 Watts d.
 Owned-Oper. By.....FM Bcstg. Corp.
 Business-Studio Address.....245 Baldwin Rd.
 Phone Number.....Hempstead 2-8000
 Transmitter Location.....470 Milburn Ave.
 News Service.....UP
 Transcription Service.....Associated, World,
 Thesaurus
 President, Gen. Mgr.....Ellas I. Godofsky
 Exec. V.P., Station Mgr.....Paul Godofsky
 V.P., Sales.....Joseph A. Lenn
 News Director.....Jerome J. Karpf, Jr.
 Production-Musical Dir.....Roger Wayne
 Publicity Director.....Arthur E. Paterson, Jr.
 V.P., Chief Engineer.....Frank E. Knaack
 Farm Editor.....Jerry Carr

WWSC

GLENS FALLS—1946—ABC-KBS

Frequency: 1450 Kc. Power: 250 Watts d., 250 n.
 Owned-Operated By: Gt. Northern Radio Co.
 Address: 13 Warren St.
 Phone Number: 2-6518
 Transmitter Location: Pruyn's Island
 Air Time: 6:30 a.m.-M.
 News Service: UP
 Transcription Service: World
 Station Representative: Everet-McKinney Inc.
 Membership: NAB, BAB
 President: Louis P. Brown
 General Manager: Martin R. Karig
 Sta. Mgr., Prod. Dir.: Carl W. Mattison
 Commercial Manager: Alfred A. Brown
 Program Director: Richard P. Weld
 Publicity Director: Kent E. Jones
 Chief Announcer: James Sowdon
 News Director: E. Victor Wiley
 Musical Director: Sheldon Bullock
 Chief Engineer: Joseph Thomas
 Farm Editor: Dick Weld
 Consulting Engineer: Gautney & Ray

WLEA

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: McGillivra
 Pres., General Mgr.: John S. Booth
 Station Manager: Donald L. Sellers
 Commercial Manager: Harold McEvoy
 Program Director: Mike Ryan
 Chief Announcer: Bob Crane
 News Director: Ed Ruppert
 Musical Director: Bill Cunningham
 Chief Engineer: Larry La Casse
 Farm Editor: Ed Ruppert

WWHG

HORNELL—1946

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By: W. H. Greenhow Co.
 Address: 85 Canisteo St.
 Transmitter Location: Hornellsville
 News Service: AP
 Transcription Service: World, Associated
 Representative: Sears & Ayers
 Membership: NAB, BAB
 General Manager: Louis G. Buisch
 Station, Comm. Mgr.: Glenn L. Sprague
 Production Director: Eddie Spoo
 News Director: Bill Wright
 Chief Engineer: James Gram

WHUC

HUDSON—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Colgren Bcstg. Co.
 Trans. Address: Union Turnpike
 News Service: UP
 Transcription Service: Associated
 Membership: NAB, BAB
 Gen. Station Manager: John Kearney
 Comm., Prom. Manager: Robert Strakos
 Prog., Prod. Director: James F. McDonough
 Chief Announcer: Clifton Holman
 Chief Engineer: James F. McDonough
 Farm Editor: Clifton Holman

WHCU

ITHACA—1921—CBS

Frequency: 870 Kc. Power: 1000 Watts d.
 Owned-Operated By: Cornell University

only with **WWSC** can you effectively penetrate the rich up-state New York and southwestern Vermont market area!!

LOOK AT THIS MARKET

HOME RADIO AUDIENCE INDEX	MAY 1950	
	WWSC	OTHERS
3M	51.4	2.4
6:00 P.M.—6:00 P.M.	1.2	4.3
6:00 P.M.—10:00 P.M.	7.4	29.7
SUN THRU SAT	45.4	1.6
	3.1	4.7
	35.5	2.4
	7.2	

LOOK AT THESE MARKET FIGURES

Total Estimated Annual Retail Sales	1949	1950
Food Sales	\$771,233,000	71,792,000
General Merchandise	4,812,000	1,587,000
Automotive	141,470,000	43,268,000
Manufacturing Income	141,470,000	43,268,000
Personal Disposable Income	28,236,000	28,236,000
Annual Farm Income	(Source: 1939-51 Consumer Markets)	

WWSC's primary area is up-state New York and southwestern Vermont in homes (1950) and 50,000 radio hours. Western County: WWSC's home county.

WWSC's primary radio audience is 1450 per family, 44% above national average and 1450 KC clear channel signal and personalized local programming means BUSINESS for YOU!

Ask your Everett-McKinney representative for overall bills and rates. Affiliated with American Broadcasting Company. Represented nationally by Everett-McKinney, Inc.

WWSC GLENS FALLS, NEW YORK

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
Membership... NAB
General Manager... Michael R. Hanna
Commercial Manager... Earl S. Cobey
Program Director... John H. Deal
Ass't Mgr. Chg. Prod... Joseph A. Short
Asst. Mgr. Chg. Community Service
S. M. Woodside
Musical Director... Raymond H. Corwin
Chief Engineer... Norman R. Hoffman
Farm Editor... Louis W. Kaiser
Consulting Engr... McLean, Smith, Credle

WJOC

JAMESTOWN—1947—MBS-KBS

Frequency: 1340 Kc. Power: 1000 Watts d.
Owned-Operated By... Air Waves, Inc.
Trans.-Bus.-Studio Address... 415 W. Fourth St.
Phone Number... 5-108
Air Time... 5:55 a.m.-12 M.
News Service... AP
Transcription Service... World
Representative... McGillvra
Pres.-Gen., Comm. Mgr... Harry E. Layman

*No "Blue Sky" —
Just ACTION!*

action and SERVICE!

action and RESULTS!

action and SALES!

WHCU

CBS

WHCU-FM

(40 KW.)

Michael R. Hanna

General Mgr.
ITHACA, N. Y.

Program Director... Jerry Lawson
Farm Editor... Bill Anderson

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... Associated, McGregor
Representative... William G. Rambeau
Membership... NAB, BAB
President, Program Dir... Jay E. Mason
Gen.-Sta.-Comm.-Sales Prom.

Manager... Simon Goldman
Publicity Dir... Raymond C. Finch, Jr.
Music, Prod. Dir... George Pflieger
Chief Announcer... William Winn
Chief Engineer... Harold J. Kratzert
Farm Editor... Edmund J. Pennybacker
Chief Engineer... Jaucky & Bailey

WENT

GLOVERSVILLE—JOHNSTOWN
1944—CBS

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... 6:30 a.m.-12:05 a.m.
News Service... UP
Representative... McGillvra
President... George Bissell
Comm., Sta., Gen. Mgr. Pgm. Dir.

Irving Teetsell
Asst. Prog., News Dir... Harry W. Monroe
Chief Engineer... Richard Stewart

WKNY

KINGSTON—1939—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... Kingston Bcstg. Corp.
Business-Studio Address... 601 Broadway
Phone Number... Kingston 4500
Transmitter... Plainfield St., Ulster Township
Air Time... 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 McNellis
Farm Editor... Edward Eckert

WVOS

LIBERTY

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Sullivan County Bcstg. Co.
 Business Address Liberty
 Phone Number 1680-1, Monticello 859
 Air Time 6:58 a.m.-12 M.
 News Service UP
 Transcription Service Associated
 Pres., Gen. Mgr., Pub. Dir. S. D. Lubin
 Comm., Prom. Mgr. H. G. Borwick
 Program Director Jack Oranch
 Chief Announcer Burt Reed
 News Director Al Turk
 Chief Engineer Vincent Gabriele
 Farm Editor Ken Foster

WUSJ

LOCKPORT—1949

Frequency: 1340 Kc. Power: 250 Watts d., n.
 Owned-Oper. By Lockport Union-Sun &
 Journal, Inc.
 Trans. Address 320 Michigan St.
 Phone Number 4100
 Air Time 7 a.m.-11 p.m.
 Newspaper Affiliation Union-Sun & Jour., Inc.
 News Service AP
 Transcription Service World, Associated
 Representative Joseph H. McGillvra, Inc.
 Membership NAB, BAB
 President Egbert D. Corson
 Station Manager Jack Gelzer
 Gen.-Comm.-Sales Prom. Mgr. Peter Corson
 Prog., Prod. Director Jack Gelzer
 Publicity Director Wallace D. Soderholm
 News Director Patrick Fagan
 Musical Director Stuart A. Dussault
 Chief Engineer Solomon A. Azar
 Farm Editor Dick Spaulding
 Consulting Engineer John Creutz

WICY

MALONE—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By North Country Bcstg. Co.,
 Inc.
 Trans. Address 65 Woodward St.
 Phone Number 187
 Air Time 7 a.m.-11:15 p.m.
 News Service UP
 Pres., Gen. Sta. Mgr. Mitchell C. Tackley
 Commercial Manager Alice M. Tackley
 Program Director Donald J. Paye
 Chf. Ann., News Director John Flynn
 Chief Engineer Adolf F. Stromer
 Consulting Engineer Lohnes & Culver

WMSA

MASSENA—1945—ABC-RRN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By The Brockway Co.
 Business Address Central Bldg.
 Phone Number 990
 Studio-Transmitter Location So. Main St.
 Air Time 6:30 a.m.-12:05 a.m.
 Newspaper Affiliate Watertown Daily Times
 News Service UP
 Transcription Service Associated
 Representative Weed
 Membership NAB, BAB
 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 Tarkultch
 Farm Editor Don Burgess
 Consulting Engineer George Davis

WALL

MIDDLETOWN—1942—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By The Community Bcstg. Corp.
 Business-Studio Address North St.
 Phone Number 3119
 Air Time 6:45 a.m.-M.
 News Service AP
 President John Morgan Davis
 General Manager James M. Patt
 Program Director George Shepard
 News Director Charley Zaines
 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
 Newspaper Affiliate Poughkeepsie News-
 papers, Inc.
 News Service UP
 Transcription Service Standard
 Membership NAB, BAB
 President M. C. Speidel
 General Manager George W. Bingham
 Commercial Manager Joseph Rake
 Program Director Richard Crans
 Chief Announcer Edward J. Burns
 News Director William Forrest
 Chief Engineer Marvin S. Seimes

WGNR

NEW ROCHELLE—1950

Frequency: 1460 Kc. Power: 500 Watts d.
Owned-Oper. By. New Rochelle Bcstg. Service,
Inc.

Address 524 North Ave.
Phone Number 6-1460
Transcription Service Lang-Worth
News Service UP
Pres., Gen. Mgr. Julian H. Gins
Commercial Manager Arthur Simon
Program Director Kenneth Joseph
Chief Engineer Edward W. Voss
News Director Ray Lapolla

WBNX

NEW YORK—1927

Frequency: 1380 Kc. Power: 5000 Watts
Owned-Operated By. WBNX Bcstg. Co., Inc.
Bus. Studio Address. 260 E. 161st St., Bronx
Phone Number MEIrose 5-0333
Transmitter Location Carlstadt, N. J.
News Service AP
Transcription Service SESAC, Standard
Representative King
Membership NAB
President A. L. Haskell

V.P., Sta.-Gen. Manager William I. Moore
Program Director Edward Ervin
Production Director Frank Johnson
Musical Director Fred Mendelsohn
Consulting Engineer McNary & Wrathall

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
Asst. Gen. Mgr. Clarence Worden
Chief Engineer R. G. Thompson

(See Pages 110 and 111)

YOUR ADVERTISING DOLLAR IS WELL SPENT ON

WBNX

Our radio audiences receive outstanding public service features that constantly build community confidence and public interest. For this reason, your advertising dollar gets a bigger and better audience in the English and Foreign Language field.

For information on how to sell over this Market-Wise station . .

Write, Call or Phone MEIrose 5-0333
FOR RATES AND MARKET COVERAGE



5000 WATTS DIRECTIONAL OVER NEW YORK
260 E. 161 ST. NEW YORK 51, N. Y.

WHOM

THE GATEWAY TO NEW YORK'S
IMPORTANT FOREIGN
LANGUAGE MARKET

WHOM 

*THE IL PROGRESSO STATION
1480 ON YOUR DIAL • 5000 WATTS*

WEVD

NEW YORK—1927

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By. Debs Memorial Radio Fund
 Business-Studio Address. 117 W. 46th St.
 Phone Number. Plaza 7-0880
 Transmitter Location. Maspeth, L. I.
 News Service. AP
 President. Adolph Held
 Gen.-Sta.-Comm. Mgr. Henry Greenfield
 Program-Publicity Dir. George Field
 Chief Announcer. David Niles
 Musical Director. Nicholas Saslowsky
 Chief Engineer. Charles Brown

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.
 Transmitter Location. Ridgfield Park, N. J.
 Air Time. 6 a.m.-2 a.m.
 President, Gen. Mgr. Fortune Pope
 V.P., Chge. Sales, Prom. Charles Baltin
 Program Director. Ralph Constantino
 Publicity Director. Dan Alfieri

Musical Director. Michael Rosco
 Chief Engineer. George Steiger

WINS

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. Lyndhurst, N. J.
 Air Time. 6 a.m.-3 a.m.
 News Service. INS, UP
 Representative. WLW Sales Tracy Moore
 Transcription Service. Associated
 Membership. NAB
 President. Robert E. Dunville
 Commercial Manager. Henry G. Kirwan
 Sales Manager. Roy Holmes
 General Manager. Wilmot Losee
 Program Director. Joe Terry
 Production Director. Edward Bender
 Dir. Prom. Act. Joe Beach
 Publicity Director. Dick Winters
 News Director. Joseph Gallagher
 Chief Engineer. Paul von Kunitz
 Consulting Engineer. Weldon & Carr

(See Page 540)

WJZ

NEW YORK—1921—ABC

Frequency: 770 Kc. Power: 50,000 Watts
 Owned-Oper. By. American Bcstg. Co., Inc.
 Business Address. 30 Rockefeller Plaza
 Phone Number. CI. 7-5700
 Transmitter Location. Lodi, N. J.
 Air Time. 24 hours
 Representative. ABC Spot Sales
 President. Robert E. Kintner
 General Manager. Ted Oberfelder
 Commercial Manager. Earl Solomon
 Sales Promotion Manager. Phillip Bernstein
 Manager WJZ Programming. Ray Diaz
 Production Director. Henry Cox
 Publicity Director. Jack Pacey
 News Director. Thomas Velotta
 Dir. of Tech. Operations. William Trevarthen
 Farm Editor. Phillip Alampi

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, BMI
 President. Morris S. Novik
 Sta.-Gen. Manager. Harry Novik
 Commercial Manager. Charles E. Seitman
 Chief Engineer. John J. Bubbers

(See Page 546)

5000 WATTS
 1330 K.C.

WEVD
**ENGLISH
 JEWISH**

has for many years been a most productive medium for a large group of national and local advertisers who recognize the vast potential represented by the more than 600,000 families comprising the Jewish market in the New York metropolitan area.

Distinctive adult programming and a loyal, responsive audience are the WEVD combination which national advertisers have found so effective and economical in maintaining a consistent position of dominance in the Jewish field.

Send for a Copy of
"WHO'S WHO ON WEVD"

WEVD Henry Greenfield
 Managing Director

117-119 West 46th Street, New York 19



WINS

*50,000 watts in the world's
richest market, new york*

crosley broadcasting corporation

W M C A
NEW YORK—1925

Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By: WMCA, Inc.
Business-Studio Address: 1657 Broadway
Phone Number: Circle 6-2200
Transmitter Location: Kearny, N. J.
Air Time: 6 a.m.-3 a.m.
News Service: AP
Transcription Service: World
Representative: Free & Peters
President: Nathan Straus
Exec. V.-P., Gen. Mgr.: Norman Boggs
Program Director: Leon Goldstein
Prom., Pub. Dir.: Howard Klarman
Chief Announcer: Alun Williams
Musical Director: Lou Wacks
Chief Engineer: James McCaiferty
Consulting Engineer: E. C. Page

W M G M
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, Reuters
Transcription Service: Associated

Representative: Radio Reps.
Director & Sales Dir.: Bertram Lehtar, Jr.
General Manager: Frank Roehrenbeck
Program Director: Raymond Katz
Publicity Director: Jo Ranson
Supvr. of Ann.: Ted Schneider
Musical Director: Joel Herron
Chief Engineer: Paul Fuelling
(See Page 544)

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
President: Joseph H. McConnell
General Manager: Ted Cott
Sales Manager: Bessy Long
Adv. & Prom. Mgr.: Leonard Saffir
Program Director: Harvey J. Gannon
News & Spec. Events Dir.: Jay Heitin
Publicity Director: Winifred Schaffer
Production Manager: Clay Daniel
Chief Engineer: O. B. Hanson

The Red Cross Needs



Your Unstinting Assistance

GIVE!

Keith Bledsoe
Curt Ford
Gene Rayburn ... Dick Cavett
Bobby Sherman
George Brooks
Sony Marshall
Best Wayne
Sony Shriver
Beetles
John Dale
Henry Walden
Al "Gangsta" Collins

... AND WHAT CAN WE ^{sell} DO FOR YOU?

New York's Favorite Station
For Music And News

WNEW

1130 ON YOUR DIAL

W N E W
NEW YORK—1934

Frequency: 1130 Kc.....Power: 10,000 Watts
 Owned-Operated By.....WNEW, Inc.
 Business-Studio Address.....565 Fifth Ave.
 Phone Number.....PLaza 3-3300
 Transmitter Location.....Kearny, N. J.
 Air Time.....24 Hours
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....John Blair
 President.....William S. Cherry, Jr.
 Exec. V.P., Gen. Mgr.....Bernice Judis
 V.P., Sales Director.....Ira Herbert
 Sales Promotion Director.....Kenneth Klein
 Production Manager.....Jack Grogan
 Program Director.....Richard Pack
 Publicity Director.....Alan E. Brandt
 Chief Anncr., News Dir.....John Jaeger
 Musical Director.....Roy Ross
 Chief Engineer.....Max Weiner

(See Page 542)

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.....24 Hours
 News Service.....AP, 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.
 V.P. Chge of Engr.....J. R. Poppele
 Adv. Promotion Manager.....Joseph Blake
 Publicity Director.....Robert Blake
 Dir. of News.....Dave Driscoll
 Musical Director.....Sylvan Levin

(See Page 526)

NOW THAT YOU
 CAN HAVE THE BEST,
 WHY BE SATISFIED
 WITH LESS?

AP

RADIO'S BIGGEST ONE-YEAR OLD!



Metro-Goldwyn-Mayer Radio Attractions

★ THE HARDY FAMILY with MICKEY ROONEY and LEWIS STONE

★ CRIME DOES NOT PAY

★ THE ADVENTURES OF MAISIE starring ANN SOTHERN

★ M-G-M THEATRE OF THE AIR

★ GOOD NEWS FROM HOLLYWOOD with GEORGE MURPHY

★ AT HOME WITH LIONEL BARRYMORE

★ HOLLYWOOD, U. S. A. with PAULA STONE

*Now being renewed for the 3rd cycle of
26 weeks over 300 STATIONS*

and

★ THE STORY OF DR. KILDARE starring LEW AYRES and LIONEL BARRYMORE

Presented on more than 300 Stations by The Rhoads Pharmacal Company

mokers of **IMDRIN**

Stars!... Service!... Showmanship!... Priced for Profit!

METRO-GOLDWYN-MAYER RADIO ATTRACTIONS
711 Fifth Avenue, New York 22, N. Y. MUrroy Hill 8-1000

Exclusive Representatives
MUSIC CORPORATION OF AMERICA
598 Madison Avenue, New York 22, N. Y. PLazo 9-7500

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

wLIB

"The Voice of Liberty"

wLIB SERVING 1,000,000
21 hrs. of
programs weekly

Negroes in Metropolitan N.Y.
With Studios at top of Theresa Hotel in the heart of Harlem.

wLIB SERVING 500,000
12 hrs. of
programs weekly

Polish-speaking People
A most loyal audience for anyone's product.

wLIB SERVING 1,000,000
13 hrs. of
programs weekly

Jewish-speaking People
who have proven themselves as buyers of advertised products.

wLIB SERVING 700,000
12 hrs. of
programs weekly

Spanish and Puerto Ricans
A new market to be captured by progressive advertisers.

wLIB SERVING 2,500,000
20 hrs. of
programs weekly

American Jews
Programs in English of Jewish interest such as Israeli News and Israeli Music.
A guarantee that your sales message will reach this great audience.

wLIB · 1190 on your dial

M. S. Novik, President

Harry Novik, General Manager

207 EAST 30th STREET, NEW YORK 16, N. Y.

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 548)

W Q X R

NEW YORK—1936

Frequency: 1560 Kc. Power: 10,000 Watts
 Owned-Operated By: Interstate Bcstg. Co. Inc.
 Business-Studio Address: 229 W. 43rd St.
 Phone Number: LA. 4-1100
 Transmitter Location: Rear of 5000 Grand Ave., Maspeth
 Air Time: 6:30 a.m.-1 a.m.
 Newspaper Affiliation: N. Y. Times (ownership)
 News Service: N. Y. Times
 Transcription Service: Associated, London
 Representative: Paul H. Raymer
 President: Arthur Hays Sulzberger
 Exec. V.P., Gen. Mgr.: Elliott M. Sanger
 V.P. Sales Mgr.: Norman S. McGee
 Sales Prom. Dir.: Mary Rice Anderson
 Program Director: Eleanor N. Sanger
 Chief Announcer: Albert A. Grobe
 Publicity Director: Eleanore "Pat" Hurley
 Musical Director: Abram Chasins
 Chief Engineer: Russell D. Valentine
 Consulting Engineer: John V. L. Hogan

(See Page 296)

W H L D

**NIAGARA FALLS—1940
 RURAL—RADIO NET**

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
 V.P., Gen.-Station Mgr.: Earl C. Hull
 Commercial Manager: Richard G. Robbins
 Program Director: Jack Whitney
 Musical Director: Harold Bradley
 Chief Engineer: Robert Wilson

W J J L

NIAGARA FALLS—1947

Frequency: 1440 Kc. Power: 1000 Watts d.
 Owned-Oper. By: John J. Laux
 Business-Studio Address: 130 Brady Circle, Steubenville, O.
 Phone Number: 5266
 Transmitter Location: New Rd.
 Air Time: 6 a.m.-local sunset
 News Service: UP
 Transcription Service: SESAC, BMI
 Representative: Grant
 Owner: John J. Laux
 Prom., Sta. Mgr.: Tom W. Talbot
 Commercial Manager: Terry Milan
 Program Director: Louise Hamrick
 Chief Anncr., Mus. Dir.: Don Lee
 News Director: Jimmy Thompson
 Chief Engineer: Gustav Czaplak
 Consulting Engineer: George Davis

W S L B

OGDENSBURG—1940—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: St. Lawrence Bcstg. Corp.
 Address: 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—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: WHDL, Inc.
 Address: 3219 State St.
 Phone Number: 4149
 Newspaper Affiliation: Olean Times Herald
 News Service: UP
 Transcription Service: World
 Representative: Everett & McKinney
 Membership: NAB, BAB
 President: E. B. Fitzpatrick
 General-Station Mgr.: John R. Henzel
 Commercial Manager: Donald Merriman
 Sales Promotion Manager: Dr. Joseph K. Eade
 Pgm. Producer Dir., Chief Anncr.: E. McGrath
 Chief Engineer: Otis Atherton
 Farm Editor: David Mintz

More Italians* Listen to

WOV than any other **New York Station** *(Network or Independent)*

**In the Vital Selling
Hours of 9 AM to 7 PM
The Fall 1950 Pulse
Shows . . .**

WOV's average rating is 10.2, a 6% INCREASE over Fall 1949—while the nearest competing station in the Italian field has an average rating of only 3.8, a DECREASE of 29%.

This dominance is firmly founded on WOY's unequalled Italian language program service—providing *network quality* entertainment and news coverage from studios both in New York and Rome, Italy . . . with the showmanship and drive that SELL!

***2,100,000**

Italian-Americans Live and Buy in
the Greater New York area.

730 FIFTH AVE., NEW YORK 19
ROME STUDIOS:
VIA di PORTA PINCIANA 4

National Representative: John E. Pearsan Co.



W D O S

ONEONTA—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By The Oneonta Star, Inc.
 Bus.-Studio Address 104 Chestnut St.
 Phone Number 2470
 Transmitter Location River Bridge, Main St.
 Air Time 6 a.m.-M.
 Newspaper Affiliation Oneonta Star
 News Service AP
 Transcription Service World, Associated
 Representative Radio Reps.
 President James H. Ottaway
 General Manager Eugene J. Brown
 Managing Director Francis H. Brinkley
 Station Manager Walton F. Deming
 Prom. Mgr., Pub. Dir. Dennis J. Sullivan
 Commercial Manager George R. Smith
 Chief Announcer David T. Squires
 Program Director Charles Hobart
 News Director Charles Hobart
 Chief Engineer Wiley Bates
 Farm Editor Theodore Roodhof
 Consulting Engineer Jansky & Bailey

W K B S

OYSTER BAY—1948

Frequency: 1520 Kc. Power: 250 Watts d.
 Owned-Oper. By Key Bdcstg. System Inc.
 Address 25 East Main Street
 Phone Number Oyster Bay 6-2500
 Transmitter Location Battery Park
 News Service UP
 Transcription Service MacGregor
 Pres., Gen., Comm., Prom. Mgr., Chief Engr.
 R. Lee Hollingsworth
 Sta. Mgr., Pgm., Prod., Pub. Dir. M. R. Flack
 Chief Announcer Robert Troner
 News Director Don MacLoughlin
 Musical Director Robert Troner

W L N A

PEEKSKILL—1948

Frequency: 1420 Kc. Power: 500 Watts d.
 Owned-Oper. By Highland Bcstg. Corp.
 Trans. Address Dogwood Rd.
 Phone Number 7-2454
 Air Time 6:45 a.m.-6:30 p.m.
 News Service UP
 Transcription Service World, SESAC
 Membership NAB
 Pres., Pgm. Dir., Chief Engineer
 Peter C. Housekeeper
 Gen., Sta., Comm., Pub. Dir. Irving E. Cottrell
 Sales Promotion Francis Lough
 News Director Sam D'Onnofrio
 Consulting Engineer Paul Godley

W E A V

PLATTSBURG—1934—ABC

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By Plattsburg Bcstg. Corp.
 Studio Address 153 Margaret St.
 Phone Number 1600
 Transmitter Location Lake Shore Rd.
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative Joseph Hershey McGillvra
 Membership NAB
 President, Gen. Mgr. George F. Bissell
 Ass't. Sta. Comm. Mgr. Jan King
 Pgm., Pub. Prod. Dir. Alex Coursey
 News Director James Stoddard
 Musical Director Chester Bosworth
 Chief Engineer Henry Heustis

W I R Y

PLATTSBURG—1950—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Clinton Cty. Bdcstg. Corp.
 Trans. Loca. Address 301-03 Cornelia St.
 Phone Number 2800
 Air Time 6:30 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Standard
 Representative W. S. Grant Co., Inc.
 Membership NAB, BAB
 Pres., Gen., Comm. Mgr. Joel H. Scheifer
 Station Manager Walter H. Petterson
 Sales Prom. Mgr., News Dir. Martin D. Mannix
 Pgm., Prod. Dir. Betty Kraus
 Chief Announcer Dick Karnow
 Chief Engineer John M. Nazak
 Mus. Dir., Farm Editor Chet Bosworth
 Consulting Engineer John J. Keel

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 8300
 Transmitter Location Pendell Road
 Air Time 6 a.m.-local sunset
 News Service INS, Transradio
 Transcription Service World
 Representative Deveney & Co.
 Membership NAB, BAB
 President, Gen. Mgr. Arthur J. Barry, Jr.
 Promotion Manager Alvin Pearlmutter
 Program Director Harold Hennig
 News Director Irvin Breslauer
 Chief Engineer John P. Burke
 Consulting Engr. Commercial Radio Equip.

What kind of a
TEST CITY
is ROCHESTER, N. Y.?

● According to figures in "Sales Management's" November 10, 1950 test market study, Rochester, N. Y., is a MUST on test market programs. Here are the exact rankings for Rochester:

- ≡ 1 in New York State
- ≡ 1 in the Middle Atlantic States
- ≡ 7 in all cities of population from 250,000 to 500,000
- ≡ 15 in all American cities of all sizes

BUT . . . "Rochester, N. Y."—as any market analyst knows—is much more than a city. It's a closely-integrated, wonderfully varied market area of both urban and rural population. Hence the next question:

What is the **BEST**
RADIO BUY
in ROCHESTER?

● WHAM—and WHAM outstandingly—the only station that offers complete coverage of this rich area. BMB figures prove it: no other Rochester station comes within miles of WHAM'S coverage.



FACTS for FREE!

Write WHAM—or ask your Hollingbery representative—for a copy of the newest compilation of market figures for the WHAM-land area. It's in a convenient filing-folder form, ready to slip right into your market-data drawer.

WHAM



The Stromberg-Carlson Station
NBC Affiliate — 50,000 w. — Clear Channel — 1180 k.c.
Geo. P. Hollingbery Co., National Representative

WKIP

POUGHKEEPSIE—1940—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Poughkeepsie
 Newspapers, Inc.
 Business-Studio Address Memorial Sq.
 Phone Number 6800
 Transmitter Location Nelson House
 Air Time 7 a.m.-11:30 p.m.
 Newspaper Affiliation Poughkeepsie
 New Yorker
 News Service AP
 Transcription Service Standard
 Membership NAB
 President M. C. Speidel
 General Manager George W. Bingham
 Commercial Manager Henry J. Behre, Jr.
 Program Director Richard Crans
 News Director Richard Collignon
 Chief Engineer Marvin S. Seimes

WARC

ROCHESTER—1947—ABC

Frequency: 950 Kc. Power: 1000 Watts
 Owned-Operated By WARC, Inc.
 Bus. Studio Address Sheraton Hotel,
 111 East Ave.
 Phone Number HAmilton 8920
 Transmitter Location 2670 So. Clinton Ave.
 Air Time 24 Hours
 News Service AP
 Representative Raymer
 Membership NAB, BAB
 President, Gen.-Sta. Mgr. S. W. Townsend
 Commercial Manager Harland Evans
 Sales Prom. Mgr., Pub. Dir. Ross Woodbridge
 Program Director Earl Steil
 Chief Engineer Robert Emch
 Consulting Engineer Chambers & Garrison

WHAM

ROCHESTER—1922—NBC

Frequency: 1180 Kc. Power: 50,000 Watts
 Owned-Operated By Stromberg-Carlson Co.
 Business Address 100 Carlson Rd., Radio-City
 Phone Number Culver 7240
 Transmitter Location Chili
 Air Time 5:30 a.m.-12:39 a.m.
 News Service UP
 Transcription Service World
 Representative George P. Hollingbery
 Membership NAB, BAB
 President (S-C Co.) Robert Tait
 V.P., Gen. Mgr. William Fay
 Commercial Manager John W. Kennedy, Jr.
 Program Director Charles W. Siverson
 Asst. Pgm. Dir. Eugene Zacher
 Production Director Sylvester Novelli
 Pub., Prom. Dir. Armin N. Bender
 Chief Announcer Homer Bliss
 Musical Director Eugene Zacher

News Director David E. Kessler
 Chief Engineer Kenneth Gardner
 Farm Editor George Haefer

WHEC

ROCHESTER—1925—CBS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Operated By WHEC, Inc.
 Business-Studio Address 40 Franklin St.
 Phone Number Baker 6740
 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

WRNY

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.
 News Service AP
 Transcription Service Lang-Worth
 Representative ForJoe
 President George B. Kelly
 Gen., Sta. Mgr. W. Eccles Huff
 Commercial Manager Thomas O'Neill
 Chief Announcer David Curtin
 Musical Director Joan Rauscher
 Chief Engineer Ken Anderson

WSAY

ROCHESTER—1936

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Oper. By Federal Bcstg. System, Inc.
 Business-Studio Address 328 Main St. E.
 Phone Number Baker 4870
 Transmitter Location French Rd., Brighton
 Air Time Unlimited
 News Service INS
 Representative Walker
 Pres., Gen. Mgr. Gordon P. Brown
 Commercial Manager C. A. Culver

WVET

ROCHESTER—MBS

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Oper. By Veterans Bdcstg. Inc.

NEW YORK

Address 17 Clinton Ave So.
 Phone Number HAmilton 4820
 Transmitter Location 1371 Westfall Rd.
 Air Time 6:30 a.m.-12 M.
 News Service UP
 Transcription Service Associated
 Representative The Bolling Co., Inc.
 Membership NAB, BAB
 General Manager Ervin F. Lyke
 Sales Director Elmer J. Walz
 Sales Prom. Manager Arthur Murrellwright
 Program Director Paul C. Louthier
 Production Director Chase Taylor
 Chief Announcer Bob Trebor
 News Director David Roberts
 Chief Engineer Ervin F. Lyke

WKAL

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 6:30 a.m.-12 M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Donald Cooke, Inc.
 President Myron J. Kallet
 General Manager Charles King
 Commercial Manager Joseph Trela
 Program Director Louis Barile
 Pub., Prod. Dir. George Bolton
 News Director Harold Wunsch
 Chief Engineer James Delaney
 Farm Editor Richard Morgan
 Consulting Engineer George Adain

WNBZ

SARANAC LAKE—1927—ABC-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Upstate Bcstg. Corp.
 Business-Studio Address 88 Main St.
 Phone Number 1320
 Transmitter Location Merrill St.
 Air Time 7:30 a.m.-11:15 p.m.
 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 7-2261
 Transmitter Location R. D. No. 5.
 So. Schenectady
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Associated. Thesaurus.
 World
 Representative NBC Spot Sales
 Membership NAB, BAB
 V.P., Mgr. of Bcstg. R. S. Pearce
 Asst. Mgr. of Bcstg. B. J. Rowan
 Station Manager R. B. Hanna
 Asst. to Station Mgr. R. W. Welpott
 Supervisor of Sales Robert F. Reid
 Sales Prom. & Pub. Bill Givens
 Supervisor of Prod. Earl Pudney
 Spvr. of News W. T. Meenam
 Spvr. of Music A. O. Coggeshall
 Spvr. of Programs Caleb Paine
 Chief Engineer W. J. Purcell
 Supervisor of Farm Bcstg. Merl L. Galusha

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, SESAC
 Representative Young
 President, Gen. Mgr. Winslow Leighton
 Chief Annr., Pgm. Dir. Stephen Fitz
 News Production Dir. Robert Wallace
 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. Revolt
 General-Station Manager William T. Lane
 Comm. Sales Prom. Mgr. Aaron Beckwith
 Program Director Gordon Alderman
 Production Dir. Robert Stockdale
 Musical Director Carl Sillfor
 Chief Engineer Donald F. Langham

W F B L

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 Gantter
 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 d.,
 5000 Watts n.
 Owned-Oper. By.....Syracuse Bcstg. Corp.
 Address.....306 So. Salina St.
 Phone Number.....2-6101
 Transmitter Location.....Dewitt
 Air Time.....24 Hours
 News Service.....AP
 Transcription Service.....World, SESAC
 Representative.....Rambeau
 Membership.....NAB
 President.....T. Frank Dolan
 General Manager.....Arthur C. Kyle, Jr.
 Comptroller.....Neldon L. Kidd
 Commercial Manager.....Joseph Stamler
 V.P. in Chg. of Sales.....Franklin H. Small
 Program Director.....Eric Fields
 Prod., Pub. Dir.....Bruce M. Sabine
 Chief Announcer.....James Gordon
 News Director.....Robert Lovell
 Musical Director.....Eric Fields
 Chief Engineer.....Robert Dye
 Farm Editor.....Merill K. Lemmon

W O L F

SYRACUSE—1940

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....Civic Bcstg. Corp.
 Business-Studio Address.....Onondaga Hotel
 Phone Number.....2-7211
 Transmitter Location.....Kirkpatrick & Van
 Rensselaer Sts.
 Air Time.....6 a.m.-2 a.m.
 News Service.....AP
 Transcription Service.....Standard

Representative.....Walker
 President, General Mgr.. T. Sherman Marshall
 Sta. Mgr., Prog. Dir.....Hamilton M. Woodle
 Commercial Manager.....James J. Coolican
 Pub. Dir., Chief Announcer.....Charles Shaw
 Musical Director.....Norman Meservey
 Chief Engineer.....Don Muir

W S Y R

SYRACUSE—1922—NBC

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By.....Central N. Y. Bcstg.
 Business-Studio Address.....224 Harrison St.
 Phone Number.....3-7111
 Transmitter Location.....Valley Dr.
 Air Time.....5 a.m.-M.
 Newspaper Affiliation.....Syracuse Herald-
 Journal & Post-Standard
 News Service.....UP
 Transcription Serv. Lang-Worth, Associated
 Representative Headley-Reed, Kettell-Carter
 Membership.....NAB, BAB
 President.....Harry C. Wilder
 Gen., Sta. Mgr.....E. R. Vadeboncoeur
 Commercial Manager.....W. R. Alford, Jr.
 Program Manager.....John F. Hurlbut
 Program Director.....Bill Rothrum
 Chief Announcer.....Elliott Gove
 News Director.....Fred Hillegas
 Chief Engineer.....A. G. Belle Isle
 Farm Editor.....R. F. Doubleday
 Consulting Engineer.....Albert J. Eicholzer

W H A Z

TROY—1922

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Oper. By.....Rensselaer Polytechnic Inst.
 Phone No. Day (AS. 2-3000) Night (AS. 2-6910)
 Transmitter Location.....Russell Sage Lab.
 President.....L. W. Houston
 Prom., Pgm. Dir.....Carl Kunz
 Chief Engineer.....W. C. Stoker
 Musical Director.....A. Olin Niles

W T R Y

TROY—1940—CBS

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Oper. By.....Troy Bcstg. Co., Inc.
 Business-Studio Address.....92 Fourth St.
 Phone No. Albany 4-2500, Ashley 4-1100
 Transmitter Location.....Niskayuna
 Air Time.....6 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative Headley-Reed
 Membership.....NAB, BAB
 President.....H. C. Wilder
 General Manager.....W. A. Ripley
 Station Manager.....W. W. Carter
 Commercial Manager.....J. W. Sutphen
 Sales Prom. Mgr., Pub. Dir. James F. Baker, Jr.

Program-Musical Dir. H. H. Sharpe, III
 Chief Anncr., Prod. Dir. Randolph English
 News Director John J. Givney
 Chief Engineer A. H. Chismark
 Consulting Engr. Craven, Lohnes & Culver

WGAT

UTICA—1947—YANKEE

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.-11:30 p.m.
 News Service AP
 Representative Meeker
 Owner, Gen. Mgr. J. Eric Williams
 Comm. Prom. Mgr. Roland L. Fowler
 Chief Announcer Ray Monday
 Chief Engineer Peter F. Ghiloni
 Consulting Engineer Selliman & Barclay

WIBX

UTICA—1925—CBS

Frequency: 950 Kc. Power: 5000 Watts d.,
 5000 Watts n.
 Owned-Oper. By WIBX, Inc.
 Address First Bank Bldg.
 Phone Number 2-2101
 Transmitter Location Clark Mills
 Air Time Unlimited
 News Service INS, UP
 Transcription Service World
 Reprs. Colton, Bannan, Biddick
 Membership NAB, BAB
 Pres., Gen. Mgr. Mrs. Margaret B. Stevens
 V.P., Sta. Mgr., Pgm. Dir. Elliott Stewart
 Comm. Prom. Mgr. Nathan W. Cook
 Production Director Betty Cushing Griffin
 Publicity Director Nathan W. Cook
 V.P., Secretary Gladys P. Moore
 Chief Engineer John T. Dowdell
 Farm Editor Ed Slusarczyk

WRUN

UTICA—1947—ABC—RRN

Frequency: 1150 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By The Rome Sentinel Co.
 Business-Studio Address 258 Genesee St.
 Phone Number 2-5111
 Transmitter Location Oriskany
 Air Time 6:30 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Associated
 Representative Avery-Knodel
 President Bradley C. Barnard
 General Manager Fritx S. Updike
 Station Manager Richard A. Clark

Program Director Nick Stemmler
 Publicity, News Director Kenn Thorpe
 Transmitter Supervisor George S. Woods
 Musical Director Ann Houser
 Studio Supervisor C. F. Henry
 Farm Editor Nick Stemmler

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
 Membership NAB
 Pres., Gen.-Sta.-Comm.-Sales Prom.
 Manager G. Harry Righter
 Program Director Hugh L. Cosline, Jr.
 Chief Engineer Donald Schryver
 Farm Editor G. Harry Righter

WWNY

WATERTOWN—1941—CBS

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Operated By The Brockway Co.
 Business-Studio Address Hotel Woodruff
 Phone Number 4120
 Transmitter Location Ives St. Rd.
 Air Time Unlimited

**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.

News ServiceUP
 Transcription Service.....World, Associated
 RepresentativeWeed
 MembershipNAB, BMB
 President.....John B. Johnson
 General-Comm. Mgr.....Louis Saiff, 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 TimeUnlimited
 News ServiceAP
 Transcription Service.....World, Associated
 RepresentativeHeadley-Reed
 MembershipNAB
 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
 Consulting Engrs.McNary & Wrathall

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 Time7 a.m.-M.
 News ServiceAP
 Transcription ServiceAssociated
 President.....W. H. Reuman
 Gen. Sta. Mgr.Edith Dick
 Sales Prom. Mgr.....Selvin Donneson
 Pgm., News, Prod. Dir.Fred Barr
 Publicity Director.....Walter Kaner
 Chief Announcer.....John Harper
 Musical Director.....Andy Benedict
 Chief Engineer.....Benton R. Bartlett
 Consulting EngineerPaul Godley Co.

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.
 WHite Plains 9-6400

Represented by
 HEADLEY-REED COMPANY
 New York, N. Y.

WWRL

New York

5,000 WATTS

Powerfully Selling America's Greatest
 Market at the Lowest Cost

Tops in New York
 for
 Spanish — German
 Czechoslovakian
 and the
 Negro Market

1600 Kc NEWTOWN 9-3300

NORTH CAROLINA

Population 4,061,929—Increase +13.7% ('40-'50)—Radio Homes 786,210
Families 902,650—Stations in State 93

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—KBS—LBS

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By: Radio Station WABZ, Inc.
Business-Studio Address: Hotel Albemarle
Phone Number: 1100
Transmitter Address: 3 Mi. N. City, Hwy 52
Air Time: Daytime
News Service: UP
Representative: Devney, Dodson
President: M. M. Palmer
General Manager: W. J. Page
Commercial Mgr.: C. H. Shankl
Program Dir.: J. T. Newman
Chief Engineer: J. D. Brooks

WGWR

ASHEBORO—1947

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Oper. By: Asheboro Bcstg. Co., Inc.
Business-Studio Address: 303 E. Sallsbury 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. Harvill
Chief Engineer: Clyde C. Penny

WISE

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: Unlimited
News Service: AP
Representative: Keller
Membership: NAB, BAB
Pres., Gen. Sta. Mgr.: Harold H. Thoms
Commercial Mgr.: Loyd B. Leonard
Sales Prom. Manager: Floye Bowers
Program Director: Harold Moon
Publicity Dir.: Skeeter Moore
Chief Engineer: John Randolph

WLOS

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: 5:25 a.m.-12 M.
News Service: UP
Transcription Service: World
Representative: Taylor Co.
Membership: NAB
President: Charles M. Britt
V.P., General Manager: Charles B. Britt
Station Manager: Kenneth Beachboard
Comm., Prom. Mgr.: Edward D. Brandt
Program Director: William L. Robertson
News Director: R. F. Brown, Jr.
Chief Engineer: William M. Chambers

WSKY

ASHEVILLE—1946

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Radio Asheville, Inc.
Business-Studio Address: 12 Church St.
Phone Number: 3-4451
Transmitter Location: Campbell Woods
Air Time: 6:30 a.m.-M.
News Service: AP
Transcription Service: Lang-Worth
Representative: Friedenberq
President: Carl R. Bamford
Gen.-Sta. Mgr., Prog. Dir.: Zeb Lee
Comm., Sales Prom. Mgr.: Hal Edwards
Prod. Dir., Chief Anncr.: 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
 President. Don S. Elias
 Vice President D. Hilden 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 Herb Terry
 Consulting Engineer A. D. Ring Co.

W A T A

BOONE—1950—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Wilkes Bcstg. Co.
 Phone Number 467
 News Service AP
 Pres., Gen. Mgr. Doris B. Brown
 Commercial Manager. Roland B. Potter
 Prom. Mgr., Pgm., News, Farm Dir.
 Charles Wilfong
 Chief Engineer. Bill K. Phillips

W P N F

BREVARD—1950—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Pisgah Bcstg. Co., Inc.
 Phone Number 745
 News Service AP
 President. Ed M. Anderson
 Exec. Director. John Anderson
 Mgr., Comm. Mgr. M. L. Hammette
 Chief Engineer. Cliff Livingston
 Program Director. Jonas Bridges
 Farm Editor. Bob Liverance
 News Director. Bill Pascal

W B B B

BURLINGTON—1946—MBS-KBS

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Operated By. Alamance Bcstg. Co., Inc.
 Business-Studio Address 310½ S. Main St.
 Phone Number 6-6376
 Transmitter Location Eton College
 Air Time Daytime
 News Service AP
 Transcription Service. Associated, Capitol
 Representative Joseph Hershey McGillvra

Membership NAB, BAB
 President V. W. Lane
 Gen., Sta. Mgr. E. Z. Jones
 Commercial Manager Phil Eakin
 News, Pgm. Dir., Farm Editor Ed Brooks
 Production Director Ted Hanker
 Musical Director James Perkins
 Chief Engineer. Berry Tysor
 Consulting Engineer. John Creutz

W F N S

**BURLINGTON—1946
 TOBACCO NET**

Frequency: 1150 Power: 1000 Watts d.,
 Owned-Oper. By Burlington-Graham Bdcstg Co.
 Address 103 W. Andrews St.
 Phone Number 4261
 Transmitter Location Burch Bridge Rd.
 Air Time 6 a.m.-Sunset
 News Service UP
 Transcription Service World, Lang-Worth
 Representatives Sears & Ayer
 Membership NAB
 General Manager John C. Hanner
 Commercial Manager Roy Springer
 Program Director Russ Marion
 Chief Announcer James Looney
 News Director Leon Smith
 Chief Engineer Charles D. Chandler
 Farm Editor James Hall
 Consulting Engineer George Davis

W A Y S

CHARLOTTE—1942—ABC-MBS

Frequency: 610 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By. Inter-City Advertising Co.
 Business-Studio Address. 120 E. Third St.
 Phone Number 3-7173
 Transmitter Location. Oakdale Section
 Air Time Unlimited
 News Service INS
 Transcription Service. Lang-Worth, SESAC
 Representative Avery-Knodel
 Membership NAB, BMB
 President. George W. Dowdy
 Gen., Comm. Mgr. Walter H. Goan
 Program Director. Harry Barfield
 Musical Director. Alonzo G. Squires
 Chief Engineer B. C. Stewart

W B T

CHARLOTTE—1921—CBS

Frequency: 1110 Kc. Power 50,000 Watts d.
 Owned-Oper. By. Jefferson Standard Bdcstg.
 Company
 Address Wilder Building
 Phone Number 3-8833
 Transmitter Location Nation's Ford Rd.

NORTH CAROLINA

Air Time Unlimited
News Service AP, UP
Transcription Service Associated, World
Representative Radio Sales
Membership NAB, FMA
President J. M. Bryan
Gen., Sta. Mgr. Charles H. Crutchfield
Commercial Manager Keith S. Byerly
Sales Promotion Manager J. R. Covington
Program Director Kenneth I. Tredwell
Asst. Pgm. Manager Robert L. Rierson
Publicity Director Carson Brown Merry
Chief Announcer Clyde McLean
News Director Jack Knell
Musical Director Clarence Eiters
Chief Engineer M. J. Minor
Farm Editor Grady Cole

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 Welch
Promotion Manager Joseph Tew
Chief Engineer Herman P. Jolits

WGIV

CHARLOTTE—1947

Frequency: 1600 Kc. **Power:** 1000 Watts d.
Owned-Oper. By Charlotte Radio & TV Corp.
Business Address 702 Builders Bldg.
Phone Number 2-6669, 5-4829
Studio-Transmitter Location 2520 Toomey Ave.
Air Time Daytime
News Service AP
Transcription Service Capitol
Representative Forjoe
Membership NAB, BAB
Pres., Gen. Mr. Francis M. Fitzgerald
Sta., Comm. Mgr. J. Law Epps
Promotion Manager Robert Y. Tabler
Program Director Fred W. Vinroot
Pub., Musical Dir. Henry G. Grad
Chief Engineer Thomas C. Brandon

WSOC

CHARLOTTE—1933—NBC

Frequency: 1240 Kc. **Power:** 250 Watts
Owned-Oper. By Radio Station WSOC, Inc.
Trans. Address 1925 N. Tryon St.
Phone Number 7138
News Service AP
Transcription Service Thesaurus, Standard
Representative Headley-Reed
Membership NAB, BAB
Pres., Gen. Sta. Mgr. E. J. Gluck
Commercial Mgr. Bomar A. Lowrance
Sales Prom. Mgr., Pub. Dir. Nelson Benton
Prog.-Prod. Dir. Paul Marion
News Director Ron Jenkins
Chief Announcer Fred Dixon
Chief Engineer L. L. Caudle, Jr.

WRRZ

CLINTON—1947—ABC

Frequency: 880 Kc. **Power:** 1000 Watts d.
Owned-Oper. By Radio Station WRRZ, Inc.

WEGO

CONCORD—1943—KBS

Frequency: 1410 Kc. **Power:** 1000 Watts d.
Own-Oper. By Cabarrus Bdcstg. Co.
Business-Studio Address P. O. 527
Phone Number 2271-3
Transmitter Location Hwy. 29
Newspaper Affiliation Concord Tribune
News Service AP, UP
Transcription Service Standard, SESAC
Membership NAB
President A. W. Huckle
Gen., Sta. Mgr. W. Ennis Bray
Chief Announcer George Webb
News Director Ray Hull
Pgm., Prod., Pub. Dir. Gene Bollinger
Musical Director Francis Mooney
Chief Engineer G. W. B. Burrell
Farm Editor R. D. Goodman

WCKB

DUNN—1946—LBS-KBS

Frequency: 780 Kc. **Power:** 1000 Watts d.
Owned-Oper. By North Carolina Central
 Bcstrs., Inc.
Business Address Box 431
Phone Number 3133-4
Studio-Transmitter Address Hwy. 421
Air Time Daytime
News Service UP
Transcription Service Lang-Worth
President Lefton A. Tart, Sr.
Sta., Gen. Mgr., Pub. Dir. A. Lincoln Faulk
Comm., Sales Prom. Mgr. John Ciccone
Pgm., Prod., Music. Dir. Ted Burwell
News Director William Murphy
Chief Engineer Joseph Kotlas
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.

NORTH CAROLINA

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.
Newspaper Affiliation Herald-Sun Papers
News Service UP
Transcription Service Associated
Representative Paul H. Raymer
Membership NAB
President C. C. Council
General Manager J. Frank Jarman
Station Office Manager Sue Taylor
Commercial Manager C. James Woodhouse
Program Director E. R. Higgins, Jr.
Chief Engineer G. W. Bartlett
Consulting Engineer George Davis

WSSB

DURHAM—1948—TSN—MBS

Frequency: 1490 Kc. Power: 250 Watts d.,
 250 Watts n.
Owned-Oper. By Public Information Corp.
Address 211 Rigsbee Ave.
Phone Number 6919-6910
Transmitter Location Cole Rd.
Air Time 6 a.m.-12 M.
News Service INS
Transcription Service Capitol
Representative Don Cooke
President Tom Sawyer
Gen., Sta. Mgr. Thomas O. McCaffrey
Comm. Mgr. William R. Kirby, Jr.
Sales Prom. Mgr. Edward Browning II
Program Director Robert E. Evans
Production Director James C. Clark
Publicity Director Ann Mendenhall
Chief Announcer Eugene Whitaker
News Director Wm. Hall Smith
Musical Director Macon P. Miller
Chief Engineer Edward Norman
Farm Editor Charles Cook
Consulting Engineer Charles Stout

WTIK

DURHAM—1946—ABC-TOBACCO

Frequency: 1310 Kc. Power: 1000 Watts d.,
 500 Watts n.
Owned-Oper. By Durham Bcstg Enter., Inc.
Address 205½ W. Main St.
Phone Number R-101, R-102
Transmitter Location Leon St. off Glendale
News Service AP
Transcription Service World
Representative Pearson
Membership NAB, NCAB
Pres., Gen. Mgr. Floyd Fletcher
Comm., Prom. Mgr. Harmon L. Duncan
Pgm., Prod., Pub. Dir. Ken Corbitt
Chief Engineers Roy E Fullen, Arlis White
Farm Editor Jack Watts

WCNC

ELIZABETH CITY—1939—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Albemarle Bcstg. Co., Inc.
Address WCNC Building
Phone Number 1400
Representative Burn-Smith
Transcription Service SESAC
News Service UP
President Joseph A. Gill
Secretary Sam Twiford
Gen., Comm., Prom. Mgr., News,
 Farm Dir. George W. Haskett
Program Director Maud McClelland
Chief Engineer Fred Wagner

WGAI

ELIZABETH CITY—1947—LBS—TSN

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 NCAB
President Herbert Peele
Gen., Comm. Mgr. William P. Heffernan
Sales Prom. Mgr. Bob Thomas
Program Director Bill Gardner
News Director Herbert Peele
Farm Editor Fred Chapman
Consulting Engineer E. C. Page

WFLB

FAYETTEVILLE—1948—ABC

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
President Harry B. Stein
Gen., Prom. Mgr. L. W. Allen
Commercial Manager C. M. Gaylord
News, Pgm. Dir. Bill Farrisior
Chief Engineer W. D. Bailey

WFNC

**FAYETTEVILLE—1940
 MBS—TOBACCO NET**

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Cape Fear Bcstg. Co.

NORTH CAROLINA

Business-Studio Address. 114½ Anderson St.
Phone Number 4848, 2747
Transmitter Location..... Murchlson Rd.
Air Time 6 a.m.-M.
News Service UP
Transcription Service Associated
Representative Walker
President T. K. Weyher
General Manager Victor W. Dawson
Commercial Manager Luther A. Gambill
Program Director Nat R. Martin
News Dir., Farm Editor Vestal Taylor
Chief Engineer John Ikner
Consulting Engr. Craven, Lohnes & Culver

WWNF

FAYETTEVILLE—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned By Wayne M. Nelson, Inc.
Operated By Carl Jack Aley
Trans.-Bus.-Studio Add. WWNF, Fayetteville
Phone Number 8131
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service Lang-Worth, SESAC,
Pres., Gen. Mgr. Wayne M. Nelson
Resident & Comm. Mgr. Carl Jack Aley
Program Director Ray Woodard
News Director James J. McMillan
Chief Engineer E. M. Stanton, Jr.

WBBO

FOREST CITY—1947—KBS

Frequency: 780 Kc. Power: 1000 Watts d.
Owned-Oper. By Rutherford County Radio
Co., Inc.
Bus.-Studio-Transmitter Address. Forest City
Phone Number 3205
Air Time Sunrise-sunset
News Service AP
Transcription Service Lang-Worth
Membership NAB, BAB
Pres., Gen. Mgr. Ed M. Anderson
Sta., Comm. Mgr. Fred Blanton
Sales Prom. Mgr., Prog. Dir. Jane Smith
News Dir., Chief Anncr., Farm Editor
Charles Melton
Chief Engineer Merton Iwerks
Consulting Engineer McNary & Wrathal

WVFG

FUQUAY SPRINGS—1948—KBS

Frequency: 1460 Kc. Power: 1000 Watts d.
Owned-Oper. By WVFG Bdstg. Co.
Phone Number Fuquay Spring 333
Trans. Loca. 1.5 miles No. of Fuquay Varina
Air Time Sunrise-Sunset
News Service UP
Representative Continental Radio Sales
Membership NAB
President J. M. Stephenson
Gen., Sta., Comm. Mgr. William J. Davis

Sales Promotion Manager Harold Nail
Pgm., Mus. Dir. William P. Weathers
Production Director Doris C. Weathers
Pub. Dir., Chief Anncr. Walter Pearson
News Director Robert E. Stephenson
Chief Engineer Fred Hepner
Farm Editor Robert E. Stephenson
Consulting Engineer Phil Hendrick

WGNC

GASTONIA—1939—ABC-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By F. C. Todd
Bus.-Studio Address. Natl. Bank of Commerce
Bldg.
Phone Number 5-0821
Transmitter Location..... Dallas Rd.
Air Time 6 a.m.-11:15 p.m.
News Service UP
Transcription Service Lang-Worth
Representative Continental Radio Sales
President F. C. Todd
General Manager Pat McSwain
Commercial Manager F. C. Abernathy
Program Director Fred Gray
Chief Engineer W. C. Groves, Jr.

WLTC

GASTONIA—1948

Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Oper. By Gastonia Bdstg. Serv., Inc.
Address P. O. Box 1142
Phone Number 5-1079, 5-1280
Trans. Loca. Chapel Rd., nr. Ash. Ave.
Air Time Daytime
News Service UP
Transcription Service World
Representative Thomas F. Clark
Pres., Gen., Sta. Mgr. James B. Petty
Commercial Manager Boyce C. Morrow
Chief Anncr., News Pgm. Dir. R. St. Lawrence
Prod., Mus. Dir. Boyce Hanna
Chief Engr., Farm Editor Don C. Volgt
Consulting Engineer Dixie B. McKay

WGBR

GOLDSBORO—1939—ABC

Frequency: 1400 Kc. Power: 250 Watts d.,
250 Watts n.
Owned-Oper. By E. Carolina Bdstg. Co., Inc.
Address P. O. Box 1024
Phone Number Main Studio-1550, Trans.-2816
Trans. Loca. 1 Mi. W. of Goldsboro Hwy No. 70
Air Time 6:30 a.m.-12 M.
News Service AP
Transcription Service Associated
Membership NAB
President A. T. Hawkins
General Manager V. Gerald Balkms
Station Manager Daniel B. Trueblood
Comm., Sales Prom. Mgr. Nat Royster

Pgn., Prod. Dir. Vassie Balkcum
 Pub. Dir., Farm Editor Nat Royster
 Chief Announcer Jack Lee
 News Director Vassie Balkcum
 Musical Director Merietta McFarland
 Chief Engineer Daniel B. Trueblood
 Consulting Engineer Gautney & Ray

W B I G

GREENSBORO—1926—CBS

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Oper. By. North Carolina Bcstg. Co.
 Phone Number 8125
 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
 Pres., Gen. Mgr. Gilbert M. Hutchison
 Commercial Mgr. William P. Mitchell
 Sales Prom. Mgr. Aileen Gilmore
 Program Director Alfred J. Rice
 Chief Announcer Mike Brooks
 Musical Director Margaret Banks
 News Director Charles Mitchell
 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 Muirs Chapel Rd.
 Air Time Unlimited
 News Service INS
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 Membership NAB
 President George W. Dowdy
 General Manager Henry E. Sullivan
 Commercial Mgr. Virgil E. Evans, Jr.
 Sales Prom. Mgr., Pub. Dir. Jeta Pace
 News, Pgm. Dir., Chief Anncr. Hugh Holder
 Chief Engineer Ernest Pate, Jr.
 Farm Editor Dick McAdoo

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 off Retreat St.
 Air Time 6 a.m.-12:30 a.m.

ONE OF AMERICA'S FIRST STATIONS!



servicing the richest area in the southeast for a quarter of a century. Greensboro's Metropolitan area, according to the latest figures from Sales Management's Survey is FIRST in the United States in general merchandise sales gains—(1949 over 1939)—an increase of 619%.

"The Prestige Station of the Carolinas"

represented by hollingbery

NORTH CAROLINA

News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeBurn-Smith
 Pres., Gen. Sta. Mgr.Ralph M. Lambeth
 Commercial Mgr.L. O. Hutchins
 Program DirectorCurtis L. Welborne
 Publicity DirectorH. Marie Craven
 Chief EngineerFred S. Smith

WGTC GREENVILLE—1940 TOBACCO—MBS

Frequency: 1590 Kc. ...Power: 5000 Watts d.
 1000 Watts n.
 Owned-Oper. By ...Carolina Bdcstg. Sys., Inc.
 AddressP. O. Box 898
 Phone Number3182
 Transmitter LocationFaulkland Hwy.
 Air Time6 a.m.-12 M.
 News ServiceAP
 Transcription ServiceWorld, Lang-Worth
 RepresentativeJohn E. Pearson Co.
 MembershipNAB, BAB
 PresidentEarl McD. Westbrook
 Gen., Sta., Prom. Mgr. ...A. Hartwell Campbell
 Commercial ManagerCarl McKinney
 Program Director...Margaret Laughinghouse
 Production DirectorMarion Tribbley
 Publicity DirectorEdith Spinks
 Chief AnnouncerCharles Whedbee
 News DirectorEarl Lewis
 Musical EngineerWilliam L. Alford
 Consulting Engineer ...Dixie B. McKey & Asso.

WHNC HENDERSON—1945—MBS-KBS

Frequency: 890 Kc.Power: 1000 Watts d.
 Owned-Oper. ByHenderson Radio Corp.
 Bus.-Studio Address219 S. Williams St.
 Phone Number736, 1446
 Transmitter Location...2 Mi. N. of Henderson
 on U. S. Hwy. No. 1
 Air TimeDaytime
 News ServiceAP
 Transcription Service...Thesaurus, Cole,
 Lang-Worth, Keystone
 RepresentativeEverett-McKinney, Inc.
 MembershipNAB, FMA
 PresidentS. S. Stevenson
 Gen., Sta., Comm. Mgr.Nathan Frank
 Program DirectorVirginia Parham
 Production Director...Harry Trotman
 Chief AnnouncerDick Malloy
 Chief EngineerLewis Hiland
 Farm EditorRobert B. Harrison

WHKP HENDERSONVILLE—1947—MBS-KBS

Frequency: 1450 Kc.Power: 250 Watts
 Owned-Oper. ByRadio Hendersonville, Inc.
 Business Address ...Radio Center-P. O. Box 575

Phone Number9062, 9063 (Emer. 9064)
 Transmitter Location...Chimney Rock Rd.
 Air Time8 a.m.-M.
 News ServiceAP
 Transcription ServiceMcGregor
 RepresentativeDonald Cooke
 President, General Manager...Bob Amos
 Bus., Comm. Mgr.Beverly Middleeson
 Prod., Pub., Pgm. Dir.Kermit Edney
 Chief EngineerClifford Inman
 Consultin gEngineerPalmer Green

WHKY HICKORY—1939—ABC

Frequency: 1290 Kc.Power: 5000 Watts d.
 1000 Watts n.
 Owned-Oper. By ...Catawba Valley Bcstg. Co.
 AddressRadio Bldg.
 Phone Number2294
 RepresentativeWalker
 Transcription Service...World, SESAC
 News ServiceUP
 PresidentCarl V. Cline
 Gen. Mgr., Chief Engr.Edward S. Long
 Commercial Manager...James K. Willis
 Pgm. Dir., Prom. Mgr.Jack Starnes

WIRC HICKORY—1948

Frequency: 630 Kc.Power: 1000 Watts d.
 Owned-Oper. ByFoothills Bdcstg., Inc.
 Address1423 11th Ave.
 Phone Number2124
 Trans. Loca.2 Mi. SE of Hickory
 Air Time6 a.m.-Local Sunset
 News ServiceAP
 Transcription Service...Lang-Worth, Standard
 RepresentativeMcGillvra
 MembershipNAB, BAB
 Pres., Pub., News Dir. ...Margaret A. Smith
 Secty.-Treas., Gen. Mgr., Prod. Dir.
 E. H. Smith, Jr.
 Commercial ManagerLee Douglas
 Prom. Mgr., Farm Dir.Mattie I. Padgett
 Chief AnnouncerRichard H. Benson
 Chief EngineerElmer H. Troutman
 Farm EditorMary Frances Miller
 Consulting EngineerJohn Creutz

WHPE HIGH POINT—KBS—LBS

Frequency: 1070 Kc.Power: 1000 Watts d.
 Owned-Oper. By ...High Point Enterprise, Inc.
 Business-Studio Address...307 N. Main St.
 Phone Number3466
 Transmitter Location...Old Thomasville Rd.
 Air TimeLocal sunrise-sunset
 Newspaper Affiliation ...High Point Enterprise
 News ServiceAP
 Transcription Service...Associated, Standard
 MembershipNAB, BAB

. . . **NORTH CAROLINA** . . .

President.....R. B. Terry
 Sta., Comm. Mgr.Walter Hester
 Program Director.....Nick Lawrence
 News Dir., Chief Anncr.Mark Combs
 Musical Dir.....Harold Craven
 Chief Engineer.....Yancy Cecil

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 Number4593
 Air Time.....6 a.m.-M
 News ServiceUP
 Transcription Service....Lang-Worth, Capitol
 RepresentativeBurn-Smith
 MembershipNAB, BAB
 Pres., Gen.-Station Mgr.....Frank S. Lambeth
 Commercial Manager.....Frank Smith
 Sales Prom. Mgr.Gerald D. Sullivan
 Program, News Dir.Gary Davis
 Chief AnnouncerLois Cosworth
 Mus. Dir., Farm EditorWayne Morgan
 Chief EngineerRobert Moore
 Consulting EngineerGeorge Davis

WJNC

**JACKSONVILLE—1945
 MBS-TOBACCO**

Frequency: 1240 Kc.Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. ByLester L. Gould
 AddressBox "E"
 Phone Number707-708
 Trans. LocationHighway 24
 Air Time6 a.m.-11:30 p.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativePearson
 MembershipNCAB
 Pres., Gen. Mgr., Prod. Dir....Lester L. Gould
 Comm., Mgr., Chief Anncr. . .Rodric L. Jones
 Sales Prom. Mgr., Pub. Dir..Howard P. Cohen
 Program DirectorDorothy R. Gould
 News DirectorJohn J. Burrets
 Musical DirectorShelton Kellum
 Chief EngineerHoward P. Cohen
 Farm EditorCharlie C. Clark

WGTL

KANNAPOLIS—1946

Frequency: 870 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Fred H. Whitley, Inc.
 Address ...Box 997, Cannon Blvd., Hwy 29
 Phone Number..Kannapolis 870, Concord 2154
 Air TimeSunrise-sunset
 News ServiceUP
 Transcription ServiceLang-Worth
 MembershipNAB

General ManagerFred H. Whitley
 Program Director.....Frank H. Bowers
 Chief Engineer.....Foy Hinson

WELS

KINSTON—1950—MBS

Frequency: 1010 Kc....Power: 1000 Watts d.
 Owned-Oper. By...Farmers Bstg. Service, Inc.
 Address.....1400 W. Vernon St.
 Phone Number5151
 PresidentE. L. Scott
 Gen., Comm. Mgr.....C. Durham Moore
 Pgm., News Dir.....Ed Sheppard
 Chief Engineer.....Al Mian
 Farm Editor.....Bob Mongold

WFTC

KINSTON—1937—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Kinston Bcstg. Co.
 Address.....204 East King St.
 Phone Number4111
 Air Time6 a.m.-M
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeBurn-Smith
 MembershipNAB
 President.....Alban K. Barrus
 Pres., Gen. Mgr.....William S. Page
 Commercial Mgr.....B. George Barber, Jr.
 Program Dir.....S. Bruce Petteway
 News Director.....John J. Wilson
 Prom. Mgr., Farm Editor..Carl B. Caudill, Jr.
 Chief Engineer.....David E. Hardison

WEWO

LAURINBURG—1947

Frequency: 1080 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....Scotland Bcstg. Co
 Bus.-Studio AddressState Bank Bldg.
 Phone Number770
 Transmitter LocationLaurinburg-Maxton
 Hwy.
 Air TimeDaytime
 News ServiceUP
 Transcription ServiceWorld
 Representative.....Devney & Co.
 MembershipNAB, BAB
 PresidentEdwin Pate
 General Mgr., Farm Edit..J. R. Dalrymple, Jr.
 Commercial Manager.....C. J. Cordes
 Program Director.....Paul Wynn
 Pub., News Dir.....Dick Brown
 Chief Engineer.....Truman N. Brock
 Consulting Engr.....George C. Davis

WLOE

LEAKSVILLE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Douglas L. Craddock

NORTH CAROLINA

Address Box L, Blvd. Branch
Phone Number 701-2
Transmitter Location Blvd. & Pine Sts.
Air Time 6 a.m.-M.
News Service AP
Transcription Service World
Membership NAB
Pres., Gen., Sta., Prom., Comm. Mgr.,
Pub. Dir. Douglas L. Craddock
Pgm., News, Prod. Dir., Chf. Ann. J. Kenneth
Thomas
Chief Engineer Eldred Winn
Consulting Engr. McNary & Wrathall

WJRI

LENOIR—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By John P. Rabb
Address 107 West Ave.
Phone Number 761 & 899
Transmitter Location Morganton Rd.
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Lang-Worth, Keystone
Pres., Gen. Mgr. John P. Rabb
Commercial Manager F. Kent Atwater
Program Director K. Rabb
Chief Announcer Clyde W. Laughter
News Director Barnett Slymon

Musical Director George Kirstin
Chief Engineer Criss A. Stromberg, Jr.
Farm Editor Max C. Culp
Consulting Engineer Janskey & Bailey

WBUY

LEXINGTON—1946—LBS-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 29 No.
Air Time 6 a.m.-10 p.m.
News Service AP
Transcription Service Lang-Worth
Representative Continental Radio Sales
Membership NAB, BAB
Partners Greely N. & Omar N. Hilton
Station Manager C. Robert Ray
Commercial Mgr. Robert Raker
Program Director H. Robert Gray
Chief Engineer Fred Honeycutt
Consulting Engr. William Bennis

WTSSB

LUMBERTON—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Robeson Bcstg. Corp.

AP SELLS

For Stations and Sponsors —

For instance **WBIG**

“Joseph P. Mitchell, Manager of Gray Seal Paint Co., tells us that, thanks to AP news over WBIG, Gray Seal is one of the best known paint brands in this area. Their entire budget is now being spent on this high-power advertising.

“AP news is accurate, fast and completely unbiased, giving our listeners vivid word pictures of happenings all over the world.”

GILBERT M. HUTCHISON,
President,
WBIG, Greensboro, N. C.

Business-Studio Address.....112 W. Fifth St.
 Phone Number1080-1
 Transmitter Location.....Charlotte Rd.
 Air TimeUnlimited
 News ServiceAP
 Transcription Service.....Standard
 Representative.....Continental Radio Sales
 MembershipNAB
 General Manager.....James MacNeil
 Commercial Manager.....W. J. MacNeil
 Program Director.....C. W. Hogan
 Chief Announcer.....LeGrande Tatum
 Chief Engineer.....W. F. Rogers

W B R M

MARION—1949—TOBACCO

Frequency: 1250 Kc.....Power: 1000 Watts d.
 Owned-Operated By..Lake City Bcstg. Corp.
 Address.....13½ W. Court St.
 Phone Number102
 Air TimeDaytime
 News ServiceUP
 Transcription ServiceCapitol
 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

W M A P

MONROE—1947—KBS-LBS

Frequency: 1060 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Union Bcstg. Corp.
 Business Address.....P. O. Box 382
 Phone Number1060
 Studio-Transmitter Location.....Camp Sutton
 News ServiceUP
 Transcription ServiceLang-Worth
 Air Time.....6:30 a.m.-5:15 p.m.
 Pres., Gen. Mgr.....Dick Marable
 Commercial Mgr.....Z. Bright Tucker
 Sales Prom. Mgr., Pgm. Dir.....R. W. Furman
 Prom. Mgr., News Dir.....J. Archie Laney
 Business Manager.....W. Dexter Benton
 Publicity Dir.....Frank Zeus Funderburk
 Chief Engineer.....Hillard Fletcher
 Farm Editor.....Robert I. Smith

W H I P

MOORESVILLE—1950

Frequency: 1350 Kc.....Power: 1000 Watts
 Owned-Operated By.....Wayne M. Nelson
 Trans-AddressMooreville, N. C.
 Phone Number500
 Air TimeDaytime
 News ServiceUP
 Transcription ServiceSESAC
 Pres., Gen. Manager.....Wayne M. Nelson
 Sales Prom. Mgr.....Leoma Showmar
 News DirectorJim McMillen
 Chief Engineer.....E. M. Stanton, Jr.

W M B L

MOREHEAD CITY—1947

Frequency: 740 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Carteret Bcstg. Co., Inc.
 Phone Number6-3188
 Transmitter Location.....Radio Island
 Air TimeSunrise-sunset
 Transcription Service.....World and Standard
 Representative.....McGillvra
 MembershipNAB
 Pres., Gen.-Sta. Mgr.....Grover C. Munden
 Com. Mgr.Charles Markey (New Bern
 Studios) & Jimmy Wallace
 Prog. Dir., Chf. Engr.....Ray Cummins
 Production Director.....Ansil Chapin
 Chf. Ann., News Dir.....Walter Niemi
 Farm EditorJimmy Wallace
 Consulting Engineer.....George C. Davis

W M N C

MORGANTON—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Nathan J. Cooper
 Transmitter AddressHwy 181
 Phone Number1100
 Air Time.....6 a.m.-M.
 News ServiceAP
 Transcription ServiceWorld
 MembershipNAB
 Pres., Gen.-Sta. Mgr.....Nathan J. Cooper
 Comm., Prom. Mgr.Emory T. Alwran
 Music Program Dir.Gernell Hudson
 Publicity Dir.....Madelyn Patton
 Chf. Ann., Farm Edit.....Eugene G. Smith
 News DirectorDouglas C. Smith
 Chief Engineer.....Frank Ballew
 Consulting Engr.George Davis

W P A Q

MT. AIRY—1948—CAROLINA SPTS.

Frequency: 740 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Ralph D. Epperson
 Bus.-Studio-Transmitter Address.....Mt. Airy
 Phone Number682
 Air TimeDaytime
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeThomas Clark
 Pres., Gen.-Sta. Mgr.....Ralph D. Epperson
 Commercial Mgr.Joe Johnson
 News, Prog. Dir.W. F. Crutchley
 Chief Announcer.....Arnold Bruce Flemming
 Farm Editor.....Neil Smith
 Consulting Engr.John I. Keel

W H I T

NEW BERN—1942—MBS-TOBACCO

Frequency: 1450 Kc.....Power: 250 Watts
 250 Watts n.
 Owned-Oper. By.....Harmon L. Duncan

NORTH CAROLINA

Address US Hwy 17 So.
 Phone Number 4450-4024
 Air Time 6 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 President Harmon L. Duncan
 Gen. Sta.-Comm. Mgr. Ray D. Williams
 Sales Prom. Manager Bruce Lee
 Production Director Stuart Hall
 Publicity Director Jerrell Henry
 Chf. Ann., Chf. Engr. Bob Coddington
 News Director J. Gaskill McDaniel
 Musical Director Jerrell Henry
 Farm Editor Paul Cox

W N N C

NEWTON—1948—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Newton Conover Bcstg. Co.
 Business Address West A St.
 Phone Number 930
 Studio-Transmitter Location West A. St., Ext.
 Air Time 6 a.m.-11:05 p.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Continental Radio Sales
 Membership NAB
 President Charles Turner
 Gen. Mgr., Pgm. Dir. Earl Holder
 Commercial Manager George Yarbrough
 Chief Annrcs. Harvey Laughter, Bill Taylor
 Chief Engineer Dennis Long

W K B C

NORTH WILKESBORO—1947

Frequency: 810 Kc. Power: 1000 Watts d.
 Owned-Oper. By Wilkes Bcstg. Co.
 Business-Studio Address Radio Bldg.
 Phone Number 633
 Transmitter Location Wilkes County
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service World
 Membership NAB
 Gen. Mgr., Pres. Doris B. Brown
 Comm.-Sales Prom. Mgr. Roland B. Potter
 Farm Editor, Pgm. Dir. John T. Cashion
 Publicity Director Charles Wilfong
 Chief Engineer Robert Harvey

W O X F

OXFORD—1949

Frequency: 1340 Kc. Power: 250 Watts
 Address Oxford Bcstg. Corp.
 Phone Number 4167
 Transcription Service Lang-Worth
 News Service AP
 President Frank W. Hancock
 General Manager James F. Flanagan
 Commercial Manager F. K. Ward

Program Director Rachel Hedgepeth
 Promotion Manager Lizzie Hancock
 Chief Engineer Archie Hawkins
 News Director Jackson L. Anderson
 Farm Editor Travis Rogers

W N A O

RALEIGH—1948—ABC

Frequency: 850 Kc. Power: 5000 Watts
 Owned-Oper. By News & Observer Pub. Co.
 Address 219 So. McDowell St.
 Phone Number 2-0321
 Transmitter Location Asbury
 Air Time 5:55 a.m.-12 M.
 News Service UP
 Transcription Service Standard & Associated
 Representative Weed & Co.
 President Josephus Daniels, Jr.
 General Manager Frank Daniels
 Station Manager Neil Hester
 Comm.-Sales Prom. Mgr., Prog.-Prod.
 Dir. David A. Brown
 News Director Elmer Oettinger
 Chief Engineer Bascom E. Porter
 Consulting Engr. A. D. Ring & Co.

W P T F

RALEIGH—1924—NBC

Frequency: 680 Kc. Power: 50,000 Watts
 Owned-Oper. By WPTF Radio Co.
 Business-Studio Address Insurance Bldg.
 Phone Number 8311
 Transmitter Location Cary
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative Free & Peters
 Membership NAB, BAB
 President J. R. Weatherspoon
 Gen. Sta. Mgr. Richard H. Mason
 Sales Manager O. L. Carpenter
 Dir. Advtg. & Prom. R. W. Youngsteadt
 Program Manager Graham B. Poyner
 Dir. of Adv. & Prom. R. W. Youngsteadt
 News Director J. Edgar Kirk
 Production Dir. Warren Barfield
 Chief Engineer Henry Hulick, Jr.
 Farm Editor Joe Reaves
 Consulting Engr. McNary & Wrathall

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, FMA

President.....A. J. Fletcher
 News, Gen. Mgr.....Fred Fletcher
 Commercial Manager.....Tom Mitchell
 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.....4361-2
 Transmitter Location.....Wentworth Rd.
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....World, Associated,
 Keystone

Representative.....Continental
 Membership.....NAB
 President.....H. T. Williams
 General Manager.....Steve Woodson
 Commercial Mgr.....Bill Sandefeur
 Prog. Dir., Farm Editor.....Forrest Bedell
 Chief Announcer.....Taak Nelson
 Musical Director.....Fred Covington
 Chief Engineer.....Jack Sexton

W R E V

REIDSVILLE—1950

Owned-Oper. By.....Reidsville Bcstg. Co.
 Address.....114½ N. Scales St.
 Phone Number.....1817
 Transcription Library.....Standard
 News Service.....UP

President.....William M. Oliver
 General Manager.....C. R. Oliver
 Commercial Manager.....Alan C. Friedrich
 Program Director.....James Crawford
 Chief Engineer.....J. H. Buck
 Operations Manager.....R. D. Thompson

W C B T

**ROANOKE RAPIDS—1948—MBS-
 KBS**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....WCBT, Inc.
 Address.....251 Roanoke Ave.
 Phone Number.....R21551
 Transmitter Location.....E. 10th St.
 Air Time.....6:30 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Membership.....NAB
 Pres., Gen. Mgr.....S. E. Crew
 Sta., Comm., Prom. Mgr.....A. L. Drew
 Pgm. Dir.....Doyle Satterthwaite
 Pub., News Dir.....Jerry Elliott
 Chief Engineer.....C. M. Meares
 Consulting Engineer.....George Davis

W A Y N

ROCKINGHAM—1946

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....WAYN, Inc.
 Bus.-Studio-Trans. Address.....Rockingham
 Phone Number.....4041
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....MacGregor
 President.....Wayne M. Nelson
 Res., Sta. Mgr.....Matt F. Gettings
 Chief Engineer.....William Henley

W C E C

**ROCKY MOUNT—1947—KBS-LBS
 TOBACCO**

Frequency: 810 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Josh L. Horne
 Bus.-Studio Address.....115 N. Church St.
 Phone Number.....23109
 Transmitter Location.....Hwy. 95
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Associated, Capitol
 Representative.....Ra-Tel
 Membership.....FMA
 President.....Josh L. Horne
 Gen., Prom. Mgr.....Mel Warner
 Commercial Manager.....Ray Thompson
 News, Pgm. Dir.....Ray Wilkinson
 Publicity Dir.....Dick Johnson
 Musical Director.....Bobby Pritchard
 Chief Engineer.....Harold Aycock
 Farm Editor.....Tal Pollard

W E E D

ROCKY MOUNT—1933—ABC

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....W. A. Wynne
 Business Address.....Box 752
 Phone Number.....8149
 Studio-Transmitter Location.....Nashville Hwy
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....World
 Gen.-Sta. Manager.....W. A. Wayne
 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.....UP
 Transcription Service.....World
 General Manager.....H. S. Taylor

WSAT

SALISBURY—1947

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Mid-Carolina Bcstg. Co.
 Business-Address Drawer 99
 Phone Number 276-7
 Studio-Transmitter Location. Milford Hills Rd.
 News Service UP
 Transcription Service World
 Membership NAB, BAB
 President Charles H. Wentz
 Gen.-Comm. Manager John Smith
 Program Director W. F. Fleming
 Chief Engineer Elbert Sherman
 Consulting Engr. Gautney & Ray

WSTP

**SALISBURY—1939—MBS
 DIXIE NET**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Piedmont Bcstg. Corp.
 Bus.-Studio Address. State Theatre Bldg.
 Phone Number 2121
 Transmitter Location. Statesville Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Associated
 Representative Burn-Smith
 Membership NAB, BAB
 President Bryce P. Beard, Sr.
 Gen.-Sta. Mgr., Prod. Dir. Alex P. Beard
 Promotion Manager Bill Cooper
 Prog., Publicity Dir. Esther Goodwin
 Comm. Mgr. Katherine F. Murphy
 Chief Announcer Bill Brown
 News Director Polly Eldon
 Musical Director Hall Frazier
 Chief Engineer Carl B. Watson
 Farm Editor Polly Eldon
 Consulting Engr. Phil Hedrick

WWGP

SANFORD—1946—KBS

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Sandhills Bcstg. Corp.
 Phone Number 860
 Transmitter Location. Tramway
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service. Capitol World, SESAC
 Representative Donald Cooke, Inc.
 Membership NAB
 President Frank L. Baber
 Gen.-Sta.-Comm. Mgr. James C. Cole
 Prog.-Prod.-News Dir., Chf. Ann. William H. Fell
 Publicity Director J. C. Cole
 Chief Engr. Edward O. Koprivier
 Consulting Engr. John Cruetz

WOHS

SHELBY—1946—MBS

Frequency: 730 Kc. Power: 250 Watts
 Owned-Oper. By. Western Carolina Radio
 Corp.
 Business Address Box 1401, Shelby
 Phone Number 6313
 Studio-Transmitter Location. Hwy. No. 74, W.
 at city line
 Air Time Daytime
 News Service UP
 Transcription Service Associated
 Membership NAB, BAB
 President Lee B. Weathers
 Gen.-Sta. Mgr., Chf. Engr. Robert M. Wallace
 Commercial Mgr. Max P. Butler
 Program Dir. R. O. Dorsey
 Chief Announcer Don McLain
 Farm Editor Hugh Dover
 Consulting Engr. George Davis

WEBB

SOUTHERN PINES—1947—MBS

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Oper. By. The Sand Hill Community
 Bcstrs., Inc.
 Business Address 115 E. Broad St.
 Phone Number 6191
 Studio-Transmitter Location. U. S. Hwy.
 No. 1, S.
 Air Time Daytime
 News Service AP
 Transcription Service Associated
 Representative Forjoe
 Membership NAB
 Vice-Pres., Gen. Mgr. Jack S. Younts
 Vice-President John Mare
 Comm. Mgr., Publicity Dir. Joe A. Warren
 Secy.-Treas., Prom. Mgr. Elizabeth M. Younts
 Program Dir., Chief Anncr. Edward Cox, Jr.
 Chief Engineer Melvin Kushner

WSTS

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 So. Pines
 Air Time Daytime
 News Service UP
 Transcription Service SESAC
 Representative Cooke
 Membership NAB
 President Frank L. Baber
 Commercial Manager H. L. Lowder
 Gen.-Sta.-Prom. Mgr., Pub. Dir. J. C. Cole
 News Dir., Chief Ann. William L. Fell
 Chief Engineer Edward O. Koprivier
 Farm Editor E. H. Garrison, Jr.
 Consulting Engr. John Cruetz

WSIC

STATESVILLE—1947—CSN

Frequency: 1400 Kc. Power: 250 Watts d.
 Owned-Oper. By Statesville Bcstg. Co.
 Address Box 1189
 Phone Number 9079
 Transmitter Location Radio Rd.
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative Continental Radio Sales
 Membership NAB
 President Dr. James W. Davis
 General Manager L. G. Churchill
 Station Manager Earl L. Boyles
 Commercial Manager Charles D. Melton
 Program Director Margaret K. Nesbit
 Publicity Director Mildred C. Benfield
 Chief Announcer Del Carty
 News Director Hadley Williamson
 Musical Director Margaret K. Nesbit
 Chief Engineer T. K. Abernethy
 Farm Editor Bill Brown
 Consulting Engr. Kear and Kennedy

WCPS

TARBORO—1946—TOB. SPORTS

Frequency: 760 Kc. Power: 1000 Watts d.
 Owned-Oper. Coastal Plains Bcstg. Co., Inc.
 Bus.-Studio Address Edgecombe Bank Bldg.
 Phone Number 2191-2
 Transmitter—Hwy. 64 Bet. Rocky Mt. & Tarboro
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB, BAB
 President V. E. Fountain
 Gen., Sta. Mgr. J. T. Snowden, Jr.
 Comm., Sales Prom. Mgr. J. Porter MacNair
 Pgm. Dir., Chief Anncr. Eccles Wall
 News Director Harry Alleva
 Production Dir. Margaret Johnston
 Publicity Director Ethel Pitt
 Chief Engineer Charles Neer
 Farm Editor John H. Price
 Consulting Engr. George Davis, Wm. Malone

WTNC

THOMASVILLE—1947

Frequency: 790 Kc. Power: 700 Watts d.
 Owned By The Thomasville Bcstg. Co.
 Phone Number 902
 Studio-Transmitter Location Salem St., Ext.
 Air Time Daytime
 News Service AP
 Transcription Service World
 President George W. Lyles, Sr.
 Gen., Comm. Mgr. Harold Harrison
 Chief Announcer John Manti
 News Director Fletcher Smith
 Chief Engineer L. M. Sugg

Musical Director Frank Thomas
 Farm Editor Nell Fonts
 Consulting Engr. Phil Hedrick

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 Morren Rd.
 Air Time Daytime
 News Service UP
 President R. P. Lyon
 Station Manager Jack P. Hankins
 Program Director Walter Mitchell
 Chief Engineer Cecil Sills

WHED

WASHINGTON—1948

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.-12 M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Continental
 President Lee B. Wynne
 Gen.-Sta. Manager R. B. Armstrong
 Commercial Mgr. C. B. Armstrong
 Sales Prom. Mgr., News Dir. H. A. Eckhoff
 Program Director John Morgan
 Chief Announcer Bill Kirby
 Publicity Director Link Harner
 Chief Engineer John Wilroy
 Farm Editor John I. Morgan

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
 Membership NAB, BAB
 President W. R. Roberson, Jr.
 Gen. Sta. Manager T. H. Patterson
 Sales Prom. Mgr. Merrill Daniels
 Program Director Don Pierce
 News Director Bill Abeyounis
 Musical Director Charlie Yates
 Chief Engineer I. G. Murphrey
 Farm Editor Bill Abeyounis

WHCC

WAYNESVILLE—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By WHCC, Inc.
 Business-Studio Address Main St.
 Phone Number 680
 Transmitter Location Howell Mill Rd.
 Air Time 6 a.m.-11 p.m.
 Membership NAB
 Gen.-Sta. Manager James B. Childress
 Comm. Mgr., Prog. Dir., Chf. Ann. Claude
 F. White
 Chief Engineer Frank Wilbur
 Farm Editor Wayne Corpening

WENC

WHITEVILLE—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Whiteville Bcstg. Co., Inc.
 Business-Studio Address Whiteville
 Phone Number 120
 Transmitter Location 1 Mi. from Bus. District
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Standard
 Representative Clark
 Membership NAB
 President Josiah Maulshy
 General Manager Ward A. Coleman
 Prog. Dir., Prod. Mgr. Jerry Honeycutt
 Chief Engineer Ovie Boutwell

WIAM

WILLIAMSTON—1950

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By S. S. Adcock
 Address 110 S. Smithwick St.
 Phone Number 2478
 News Service UP
 President S. S. Adcock
 Gen. Mgr., News Dir. Marshall Pack
 Publ. Relns., Prom. Mgr. Robert Best
 Program Director Ruby Pack
 Chief Engineer Allen Breazeale

WGNU

**WILMINGTON—1946—MBS
TOBACCO**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By New Hanover Bcstg. Corp.
 Business Address P. O. Box 869
 Phone Number 2-2493
 Studio-Transmitter Location Eagle Island
 Air Time 6:30 a.m.-12 M.
 News Service UP
 President J. S. Brody
 Station Manager Allen B. Jones
 Commercial Mgr. Tommy Thompson
 Program Director Paul Parker
 Chief Engineer Charles L. Arneson

WMFD

WILMINGTON—1935—ABC

Frequency: 630 Kc. Power: 1000 Watts
 Owned-Operated By R. A. Dunlea
 Business Address P. O. Box 696
 Phone Number 4840
 Transmitter Location Brunswick County
 Air Time 6:30 a.m.-12 M.
 News Service UP
 Representative Burn-Smith
 Membership NAB
 Pres., Gen.-Sta. Mgr. R. A. Dunlea
 Comm.-Sales Prom. Mgr. C. O'Shields
 Program Director Bruce Buchanan
 Prod.-Pub. Director R. A. Dunlea, Jr.
 Chf. Ann., News Dir. Bill Guerin
 Chief Engineer E. I. Herring

WGTM

WILSON—1937—CBS

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Oper. By Watson Industries, Inc.
 Bus.-Studio Address Herring Ave. Ext.
 Phone Number 2188-9
 Transmitter Location Rock Ridge
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Standard
 President Penn Thomas Watson
 Gen.-Sta.-Prom. Mgr. Allen Wannamaker
 Commercial Mgr. Howard J. Forbes
 Prog., News Dir. W. E. Jackson, Jr.
 Production Director Clint Farris
 Chief Announcer Bill Neal
 Chief Engineer W. H. Malone
 Farm Editor Charlie Slate

WVOT

WILSON—1948—MBS

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Oper. By Wilson Radio Co.
 Address Hwy. 301 N.
 Phone Number 5157-8
 News Service AP
 Representative Pearson
 President H. W. Anderson
 Gen.-Sta. Manager Harry Severance
 Commercial Mgr. P. O. Barnes
 Sales Prom. Mgr. Lynda Thomas
 Program Director Joel Lawhon
 Production Director Wistar Moore
 Chief Announcer Callbie Wood
 News Director Clint Long
 Chief Engineer Dan Williams
 Farm Editor Ted Leeper

WAAA

WINSTON-SALEM—1950

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Oper. By Community Bcstg.
 Service, Inc.

NORTH CAROLINA—NORTH DAKOTA

Address Atlantic Bldg.
 Phone Number 2-4121
 President..... Roger Page, Jr.
 Vice-President, Gen. Mgr... Clarence E. Leeper
 Commercial Manager..... Eugene Sink, Jr.
 Program Director..... W. T. Williams
 Chief Engineer..... N. V. Pieler

W A I R

WINSTON-SALEM—1937—ABC

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... WAIR Bcstg. Co.
 Business-Studio Address..... Pepper Bldg.
 Phone Number 2-1133
 Transmitter Location..... S. Stratford Rd.
 Air Time..... 6 a.m.-12:15 p.m.
 News Service..... AP
 Transcription Service..... World, Capitol
 Representative..... Walker
 Membership..... NAB, BAB
 Partner, Gen., Sta. Mgr.... George D. Walker
 Commercial Mgr..... C. G. Hill
 Sales Prom. Mgr., Pub. Dir.. Lawrence Patrick
 Program Director..... Johnny Miller
 Chief Announcer..... Gilbert Stammer
 Musical Director..... Frances Denny
 Chief Engineer..... Lee King
 Consulting Engr..... George Davis

W S J S

WINSTON-SALEM—1930—NBC

Frequency: 600 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Piedmont Publishing Co.
 Bus.-Studio Address..... 419-21 N. Spruce St.

Phone Number 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
 President..... Gordon Gray
 V.P., Managing Dir..... Harold Essex
 Sales Manager..... Harry B. Shaw
 Program Manager..... Robert Estes
 Production Director..... John Comas
 Publicity Director..... Jack Burney
 Dir. of Engineering..... Phil Hedrick

W T O B

WINSTON-SALEM—1947-MBS-CBS

Frequency: 1380 Kc..... Power: 1000 Watts
 1000 Watts n.
 Owned-Op. By.. Winston-Salem Bcstg. Co., Inc.
 Address..... P.O. Box 739
 Phone Number 34353
 Transmitter Location..... Polo View Rd.
 Air Time..... 5:30 a.m.-1 a.m.
 News Service..... AP
 Transcription Service..... Thesaurus
 Representative..... The Taylor Co.
 President..... James W. Coan
 Gen.-Comm. Manager..... John G. Johnson
 Sales Prom. Manager..... Charles Brunt
 Program Director..... Bill Billingsley
 Production, News Dir.... Robert St. Lawrence
 Chief Announcer..... Owen Spann
 Musical Director..... Mary Elizabeth White
 Chief Engineer..... Russell Spikula

NORTH DAKOTA

*Population 619,636—Decrease —3.5% ('40-'50)—Radio Homes 786,210
 Families 902,650—Stations in State 13*

K F Y R

**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
 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 Kindel

Production Director..... Charles Schoregge
 Chief Engineer..... Ivar Nelson

K D L R

**DEVILS LAKE—1925
 MBS-GREAT NORTHERN—KBS**

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... KDRL, 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
 Representative..... Lawson
 President, General Manager..... Bert Wick
 Program Director..... Wilbur Clemenson
 Chief Engineer..... Richard Moritz

KDIX

DICKINSON—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Dickinson Radio Assn.
 Bus.-Studio Address 119 2d Ave. W.
 Phone Number 348
 Transmitter Location 1 Mi. N. of Dickinson
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard, SESAC
 Representative Orville F. Lawson
 Membership NARTB
 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.-News Dir. George L. Brooks
 Chief Announcer Wm. Mason
 Chief Engineer Clark Franklin
 Farm Editor Dale Olson

KFGO

FARGO—1948—ABC

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By Northern States Bcstg. Co.
 Business-Studio Address KFGO Bldg.
 Phone Number Fargo 2-3291
 Transmitter Location Wild Rice
 News Service AP
 Transcription Service Standard
 Representative Bolling
 President W. R. Haggart
 Gen. Sta., Comm. Mgr. Charles G. Burke
 Pgm., Prod. Dir. David B. Henley
 Chief Engineer Olaf Gabrielson
 Farm Editor Bob Moses

WDAY

FARGO—1922—NBC-NORTHWEST

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By WDAY, Inc.
 Business-Studio Address Black Bldg.
 Phone Number 5357
 Air Time Unlimited
 News Service AP, UP
 Transcription Service RCA, Thesaurus
 Representative Free & Peters
 Membership NARTB
 President, Gen. Mgr. E. C. Reineke
 Station Manager Jack Dunn
 Sales Manager Tom Barnes
 Sales Promotion Manager Roy Pedersen
 Program Director Ken Kennedy
 News Director Glenn Flint
 Chief Engineer Juline Savold
 Technical Director Julius Helland

KILO

GRAND FORKS—1941—CBS

Frequency 1440 Kc. Power: 1000 d.; 500n.
 Owned-Oper. By Grand Forks Herald, Inc.

Bus. Studio Address First Natl. Bank Bldg.
 Phone Number 4-5321
 Transmitter Location Univ. of N. Dak. Campus
 Air Time 6 a.m.-12 M.
 News Service AP, UP
 Representative Avery-Knodel, Lawson
 Membership NARTB, BAB
 President M. M. Oppegard
 General Manager Wallace E. Stone
 Sales Promotion Mgr. David L. Norton
 Program Director M. C. Gorham
 Publicity Director D. L. Norton
 News Director Don Kelly
 Chief Engineer Arnold Patrick
 Program Dir. Jeff Gorham

KNOX

**GRAND FORKS—1947
 KBS—GREAT NORTHERN**

Frequency: 1400 Kc. Power: 250 Watts
 Owned By Community Radio Corp.
 Address Grand Forks
 Phone Number 4-4611
 Transmitter Location State Mill Rd.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Natl. Time Sales
 President Carroll E. Day
 Gen.-Sta.-Comm. Mgr. Elmer Hanson
 Sales Prom. Mgr. Robert C. Lukkason
 Prog. Dir., Chf. Ann. James Cowan
 Prod.-News Director Jack French
 Publicity Director Donald Dekrey
 Chief Engineer Clifford Thomelord
 Consulting Engr. Chambers & Garrison

KSJB

JAMESTOWN—1937—CBS

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By Jamestown Bcstg. Co. Inc.
 Address 429 S.W. 2d St., Jamestown, N. D.
 215½ Bway, Fargo, N. D.
 Phone Number 1600
 Transmitter Location Hwy 281, 6 Mil. So.
 of City
 News Service UP
 Representative George P. Hollingsbery
 Pres., Gen. Manager John W. Boler
 Station Manager Donn A. Clayton
 Sales Prom. Manager Jud Milton
 Program Director Don Kingsley
 Publicity Director Bette Kyle
 News Director Hal Kennedy
 Chief Engineer Robert E. Ridgway
 Farm Editor Chester Graham

K G C U

**MANDAN—1925
 MBS-GREAT NORTHERN**

Frequency: 1270 Kc. Power: 1000 d.; 250n.
 Owned-Oper. By Mandan Radio Assn., Inc.

THE DOMINATING STATION

IN NORTHWESTERN NORTH DAKOTA

K C J B

Minot, N. D.

910 KC --- Unlimited --- 1000 W.

Coverage determined by actual field measurement.

		0.5 MV/M	0.1 MV/M
Radio Families --- Daytime	- - - - -	60,903	154,528
Radio Families --- Nitetime	- - - - -	40,200	114,420

Affiliated with CBS — and with KSJB Jamestown, N. Dak.

Studios also in Fargo and Bismarck

Hooper Survey — October 1950

TIME—	SETS IN USE	K C J B	STATION B	STATION C
6:00 to 8:00 P. M.....	35.4	45.8	26.9	23.5
8:00 to 10:00 P. M.....	38.5	39.7	30.1	23.6
6:00 to 10:00 P. M.....	36.9	42.6	28.6	23.6

Special Survey — February 1951

TIME—	K C J B	STATION B	STATION C
10:00 to 10:15 P. M.....	38.0	24.6	32.6
10:15 to 10:30 P. M.....	50.2	13.1	33.9
10:00 to 10:30 P. M.....	43.1	19.9	33.1

COVERAGE + RATINGS = SALES IMPACT

If used in combination with KSJB, Jamestown-Fargo, a discount of 20% is allowed on both stations —

For complete details on special features available call —

WEED & COMPANY

NORTH DAKOTA—OHIO

Bus. Studio Address 200 3rd Ave. N.W.
 Phone Number . . . (Office) 561, (Transmitter) 3660
 Transmitter Location 2½ 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 NARTB, 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 C J B

MINOT—1950—CBS

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By No. Dakota Bcstg. Co.
 Address 104 A. So. Main
 Phone Number 51-161
 Representative Weed
 News Service UP
 Pres., Gen. Mgr. John W. Boler
 Commercial Manager G. H. McKinnon
 Program Director Jerry Uppman
 Prod., News Dir. Armid Johnson
 Chief Engineer Reidar Gabrielson

(See Page 573)

K L P M

MINOT—1929
 MBS-GREAT NORTHERN

Frequency: 1390 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By Minot Bcstg. Co.
 (Partnership)
 Business-Studio Address Fair Block
 Phone Number 41-146
 Transmitter 2 Mi. E. of Minot on Hwy. 52
 Air Time 6 a.m.-12 M.

News Service AP, UP
 Transcription Service World
 Representative Walker
 President, Gen. Mgr. John B. Cooley
 Sta. Mgr., Chief Engineer C. W. Baker
 Comm.-Prom. Mgr., Farm Edit. E. H. Cooley
 Publicity Director Lyle Swigert
 Prog.-Prod. Dir. James J. Hautman
 Chief Announcer Bill Lewis
 News Director Ken Knutson
 Musical Director Dean Thurow
 Consulting Engr. Commercial

K O V C

VALLEY CITY—1936—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By KOVC, Inc.
 Business-Studio Address 135 Central 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.-Sta.-Comm. Mgr. Robert E. Ingstad
 Program Director Russ Kaber
 News Director Bob Junkert
 Chief Engineer Charles Sjoström

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. Hellebust
 Commercial Mgr. B. G. Bailey
 Chief Engineer Irwin Christianson

OHIO

*Population 7,946,627—Increase +15.0% ('40-'50)—Radio Homes 2,150,010
 Families 2,207,400—Stations in State 67*

W A D C

AKRON—1925—CBS

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Operated By Allen T. Simmons
 Bus. Studio Address WADC Bldg., corner
 Main & Mill Sts.
 Phone Number Jefferson 6165
 Transmitter Location Route 8, Akron-
 Cleveland Rd.
 Air Time 5:30 a.m.-1:05 a.m.
 News Service Transradio, UP
 Transcription Service Lang-Worth, Standard,
 World
 Representative George P. Hollingbery

Owner-Operator Allen T. Simmons
 Asst. Mgr., Comm. Dir. Robert B. Wilson
 Sales Prom. Mgr., Pub. Dir. Secrest Williams
 News, Program Dir. Harold H. Hageman
 Production Director Doc Williams
 Musical Director William E. Beers
 Chief Engineer John L. Wildermuth
 Consulting Engr. Glen Gillett

W A K R

AKRON—1940—ABC

Frequency: 1590 Kc. Power: 5000 Watts
 Owned By Summit Radio Corp.
 Operated By WAKR
 Bus. Studio Address First Natl. Tower

Phone Number.....HEmlock 6151
 Transmitter Location.....739 Swartz Rd.
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Associated
 Representative.....Weed
 Membership.....NARTE
 President, Gen. Mgr.....S. Bernard Berk
 Asst. Prom. Mgr.....Viola G. Berk
 General Manager.....Roger G. Berk
 Comm.-Sales Prom. Mgr...Kenneth M. Keegan
 Pgm., Prod., Pub. Dir.....A. R. Cooper
 News Director.....S. H. Absolom
 Musical Director.....Mildred Fazzin
 Chief Engineer.....Irwin L. Knopp

W C U E
AKRON—1949

Frequency: 1150 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....Akron Bcstg. Corp.
 Address.....Palace Theatre Arcade
 Phone Number.....Fr. 7114
 Representative.....ForJoe
 News Service.....UP
 Pres., Bus. Mgr.....George K. Stroupe
 V.P., Oper. Mgr.....Tim Elliot
 Merchandise Manager.....Thomas P. Egan

W H K K
AKRON—1944—MBS

Frequency: 640 Kc.....Power: 1000 Watts
 Owned-Operated By.....United Bcstg. Co.
 Business-Studio Address.....51 W. State St.
 Phone Number.....Bl. 7101
 Transmitter Location...Akron Peninsula Rd.
 Air Time.....6 a.m.-sunset
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Meeker Assoc.
 President.....S. E. Graham
 General-Station Mgr.....R. W. Richmond
 Comm.-Sales Manager.....Cecil Green
 Program-Production Dir.....B. R. Blake
 Publicity Director.....Don O'Neil
 News Director.....Max Plaughner
 Musical Director.....Marilyn Harper
 Chief Engineer.....B. V. Berg
 Consulting Engr.....Carl E. Smith

W A T G
ASHLAND—1950

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Beer & Koehl
 Phone Number.....1575-1
 Representative.....Standard
 Transcription Service..Lang-Worth, Thesaurus
 News Service.....AP
 Co-Owners.....Robert Beer, Edgar Koehl
 General Manager.....Robert Beer
 Commercial Manager.....Richard Topper
 Asst. Mgr., Prod. Dir.....Richard Leidy
 Production Director.....Wayne Byers
 Chief Engineer.....Richard Matthes
 News Director.....Walter Hauck

W I C A

**ASHTABULA—1937—STANDARD
 BUCKEYE—BFN**

Frequency: 970 Kc.....Power: 5000 Watts d.,
 1000 n.
 Owned-Operated By.....WICA, Inc.
 Business-Studio Address.....221 Center St.
 Phone Number.....26-221, 27-181
 Transmitter Location...Ashtabula-Jefferson Rd.
 Air Time.....7 a.m.-11:15 p.m.
 News Service.....UP
 Transcription Service..LangWorth, Thesaurus
 Representative.....McGillvra
 President.....R. B. Rowley
 Station Manager.....W. W. Walrath
 Commercial Manager.....D. W. Fassett
 Program Director.....R. W. Miner
 News Director.....J. C. Strasen
 Musical Director.....Jean Stoltz
 Chief Engineer.....F. N. Bernato
 Farm Editor.....John Strasen
 Consulting Engr.....Gautney & Ray

W A T H
ATHENS—1950

Frequency: 1540 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....Andrew Korlan & James
 Sinyard
 Address.....P. O. Box 227

AP SELLS
 For Stations and Sponsors —

For instance . . . WFMJ

“WFMJ is now carrying 71
 sponsored AP news programs
 weekly, totaling 690 min-
 utes.”

**WILLIAM F. MAAG, JR.,
 President,
 WFMJ, Youngstown, Ohio**

News ServiceUP
 Partners..... Andrew H. Kovlan,
 James D. Sinyard
 Gen. Mgr., Chief Engr..... Andrew Kovlan
 Comm. Mgr., Pgm. Dir..... Joe Klarke
 Asst. Manager..... Bob Clark

W T R F

BELLAIRE—1947—MBS STANDARD, BUCKEYE—OHIO

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 5:45 a.m.-local sunset
 News Service AP
 Transcription Service World
 Representative Walker
 Membership NARTB, BAB
 President Jesse A. Bloch
 V.P., Gen. Manager Robert W. Ferguson
 Sales Prom. Mgr. Albert T. Fisher
 Program Director Frank Curtis
 Publicity, News Dir. George Diab
 Musical Dir. Eddie Johnston
 Chief Engineer George Cowen
 Farm Editor Paul Howard

W I L E

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 World
 President H. D. McClelland
 V.P., Gen. Mgr. Howard A. Donahoe
 Comm. Mgr., Pub. Dir. Richard F. Rose
 Program Director Robert C. Horn
 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 68396
 Transmitter Location . . . 20th St. & Whipple
 Rd., N.W.
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service . . . Theasaurus, Lang-Worth
 Representative McGillvra
 Pres., Gen. Mgr. P. C. Wilson
 Station Manager James Wilson
 Commercial Manager Dave Brown

Program Director Russell Barnett
 Chief Announcer Chas. Worthington
 News Director Milo Townes
 Technical Director Gene Peterman
 Chief Engineer John Hickey

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
 Transcription Service Standard, World
 Representative Sears & Ayer
 Membership NARTB, FMA
 President S. L. Huffman
 Sta., Comm. Mgr. Clark L. Dozer
 Program Director Nick Barry
 Promotion Director S. L. Huffman
 Chief Engineer Robert Leedham
 News Dir., Farm Editor . . . Robert Valliquette

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 6-7166
 Transmitter Location Richville
 Air Time 6:30 a.m.-1 a.m.
 News Service AP
 Transcription Service Capitol
 Representative Taylor Co.
 Membership NARTB, BAB
 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. . . Millard Souers
 Program Director James Roberts
 News Director Al Frances
 Musical Director Charles Pickens
 Chief Engineer Kenneth L. Sulker
 Farm Editor John Baker
 Consulting Engr. Ring & Clark

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 AP
 Transcription Service World
 Representative W. S. Grant

Pres., Gen. Mgr. R. Morris Pierce
 Asst. to Pres. Frederick C. Wolf
 Program Director Wayne Mock
 Chief Engineer William Pettepiece

W E R E

CLEVELAND—1948

Frequency: 1300 Kc. Power: 5000 Watts d.
 5000 Watts n.

Owned-Operated By Cleveland Bcstg. Inc.
 Address 1501 Euclid Ave.
 Phone Number Superior 1-9600
 Transmitter Location Ridge Rd., N. Royalton
 Air Time 5:30 a.m.-1:00 a.m.
 News Service AP, INS
 Transcription Service Lang-Worth, World
 Membership NARTB, BAB
 President Ray T. Miller
 General Manager Bob Neal
 Commercial Manager Keith Baldwin
 Sales Prom. Mgr., Pub. Dir. Ed Stevens
 Program Director John Kurtz
 Chief Announcer Gil Gibbons
 News Director Bob Wass
 Musical Director Doris Spoth
 Chief Engineer M. L. Snedeker
 Consulting Engineer George Adair

W G A R

CLEVELAND—1930—CBS

Frequency: 1220 Kc. Power: 50,000 Watts
 Owned-Operated By WGAR Bcstg. Co.
 Address Hotel Statler
 Phone Number Prospect 1-0200
 Transmitter Location Broadview & Akins Rd.,
 Broadview Hts.
 Air Time Unlimited
 News Service INS, UP
 Transcription Service Standard
 Station Representative Petry
 Membership NARTB
 President John F. Patt
 General Manager Carl E. George
 Commercial Manager John Garfield
 Sales Promotion Manager Julius Glass
 Program Director Reg Merridew
 Production Director Stanley Gee
 Publicity Director Mannie Eisner
 Chief Announcer Charles Roberts
 News Director Charles Day
 Musical Director Henry Pildner
 Chief Engineer Bob Fox
 Consulting Engineer Ring and Clark

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 1-5800
 Transmitter Location Pleasant Valley Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service ASCAP, BMI, SESAC
 Representative Paul H. Raymer
 Membership NARTB, BAB
 President Sterling Graham
 General Manager K. K. Hackathorn
 Commercial Manager J. B. Maurer
 Sales Prom. Manager Louis Oswald
 Program Director C. M. Hunter
 Production Director James Aubele
 Publicity Director Myron Craver
 News Director Robert Godley
 Musical Director Willard Pott
 Chief Engineer R. H. DeLany
 Consulting Engr. Carl E. Smith

W J M O

CLEVELAND—1947

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Operated By WJMO Bcstg. Co.
 Address 2157 Euclid Ave.
 Phone Number Superior 1-4424
 Air Time Local sunrise-local sunset
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative Adam J. Young, Jr.
 President W. J. Marshall
 Sta.-Gen. Mgr. Dave Baylor
 Commercial Manager Robert Detchon
 Program Director Brooke Taylor
 Chief Announcer Paul Nakel
 News Director Bill Canady
 Chief Engineer Lawrence Shipley
 Consulting Engr. George Davis

W J W

CLEVELAND—1932—ABC

Frequency: 850 Kc. Power: 5000 Watts
 Owned-Operated By WJW, Inc.
 Business-Studio Address 1375 Euclid Ave.
 Phone Number Superior 1-0101
 Transmitter Location 9861 Ridge Rd.,
 N. Royalton
 Air Time Unlimited
 News Service Transradio, UP
 Transcription Service Standard, Associated
 Representative H-R Representatives, Inc.
 President, Gen. Mgr. William M. O'Neill
 Asst. Gen. Mgr. Lawrence Webb
 National Sales Mgr. Harold W. Waddell
 Publicity & Sales
 Promotion Manager Roger L. Albright
 Program Director Charles V. Hunter
 Asst. Prog. Dir. Bruce MacDonald
 Chief Announcer Stanley Peyton
 News Director Marvin Cade
 Chief Engineer Gerold G. Roberts
 Consulting Engr. George C. Davis

WSRS
CLEVELAND—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: WSRS, Inc.
 Bus. Studio-Transmitter Address: 2156 Lee Rd.
 Phone Number: ERievieW 1-2005
 Air Time: 6 a.m.-1 a.m.
 News Service: AP
 Transcription Service: World, Lang-Worth
 Representative: Forjoe & Co.
 Membership: NARTB, BAB
 Pres., Gen. Sta. Mgr., Prod. Dir.: S. R. Sague
 Office Manager: Herbert G. Pabst
 Commercial Mgr.: Jack D. Kelly
 Asst. Sales Mgr.: Will Dougherty
 Chief Announcer: Jim Doney
 Musical Dir.: Lenabelle Guerin
 News Director: Bob Engel
 Chief Engineer: Ben Whittaker

WTAM

CLEVELAND—1923—NBC

Frequency: 1100 Kc. Power: 50,000 Watts
 Owned-Oper. By: National Bcstg. Co., Inc.
 Bus. Studio Address: 30 Rockefeller Plaza, N. Y.
 Phone Number: CHerry 1-0942
 Transmitter Location: Brecksville
 Air Time: 5:30 a.m.-1 p.m.
 News Service: AP, UP
 Transcription Service: Thesaurus, Associated
 Representative: NBC Spot Sales
 Membership: NARTB
 President (NBC): Joseph H. McConnell
 General Manager: John McCormick
 Pgm. & Prom. Director: Joseph Bova
 Pub. & Prom. Director: Clement G. Soerback
 Musical Director: Walberg Brown
 News Director: Edward Wallace
 Engineer-in-Charge: S. E. Leonard
 Farm Editor: James Chapman
 Consulting Engr.: NBC Engineers

WBNS

COLUMBUS—1924—CBS

Frequency: 1460 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By: Radiohio, Inc.
 Business-Studio Address: 33 N. High St.
 Phone Number: Ad. 9265
 Transmitter Location: 1037 Barnett Rd.
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Capital
 Representative: John Blair
 Membership: NARTB, BAB
 President: Richard S. Wolfe
 General Manager: Richard A. Borel
 Commercial Manager: W. I. Orr
 Promotion Director: Ann Evans
 Program Director: Geer Parkinson

Chief Announcer: Russell Canter
 Musical Director: Paul Neal
 News Director: Chet Long
 Chief Engineer: Lester H. Nafzger
 Farm Editor: Bill Zipf

WCOL
COLUMBUS—1922—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Pixley's, Inc.
 Business-Studio Address: E. Broad & Young St.
 Phone Number: MAin 4581
 Transmitter Location: 555 W. Goodale St.
 News Service: AP, UP
 Transcription Service: Lang-Worth, Associated, World
 Representative: H-R Reprs., Inc.
 Membership: NARTB, BAB
 Pres., Gen. Mgr.: L. A. Pixley
 Commercial Manager: R. O. Runnerstrom
 Program Director: Phil S. Bradford
 Chf. Ann., News, Prod. Dir.: William L. Belaney
 Publicity Director: Margie J. Ruddock
 Chief Engineer: Leo DeConnick
 Consulting Engr.: Robert M. Higgy

WHKC
COLUMBUS—1921—MBS

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By: United Bcstg. Co.

More
LOCAL
ADVERTISERS
 than any other
CLEVELAND . . .
. . . STATION
WSRS
 POWERFULLTIME
FORJOE CO. **S. R. SAGUE**
NAT'L REP. **PRESIDENT**

W H O K

LANCASTER—1948

Frequency: 1320 Kc. Power: 500 Watts d.
 Owned-Oper. By Hocking Valley Bcstg. Corp.
 Address-Trans. Loc. Memorial Dr.
 Phone Number 4500
 News Service AP
 Transcription Service World
 Representative McGillvra
 Membership NARTB
 President Dr. Nelson Embrey
 General Manager G. E. Brown
 Prog. Dir., Chief Anncr. Forrest H. Respass
 News Director Donald W. White
 Chief Engineer Charles R. Houston
 Farm Editor David J. Collins

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.
 News Service INS
 Representative Weed
 Membership NARTB
 President G. E. Hamilton
 General Sta. Mgr. R. W. Mack
 Commercial Mgr. C. B. Heller
 News Director Don Sherwood
 Program Dir. Ester Straker
 Musical Director Red Kirk
 Chief Engineer A. J. F. Smith
 Consulting Engr. George Davis

W L O K

LIMA—1936—NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By The Fort Industry Co.
 Business Address Nat'l Bank Bldg.
 Phone Number 6-3411
 Transmitter Location 1424 Rice Ave.
 News Service UP
 Representative Avery-Knodel
 President George B. Storer
 General Manager Lee B. Watles
 Prom., Sta. Mgr., Pub. Dir. J. Robert Kerns
 Commercial Mgr. Harry Jay
 Program Dir. Richard T. Roll
 News Director Lyle Lee
 Chief Engineer Darrel Hunter
 Farm Editor Perry Beaumont

W M A N

MANSFIELD—1939—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Richland, Inc.

Business-Studio Address Ohio Theatre Bldg.
 Phone Number 4235-6
 Transmitter Location Longview Ave.
 Air Time 8:30 a.m.-M.
 News Service UP
 Transcription Service World
 Representative The Taylor Co.
 Membership NARTB
 Pres., Gen.-Sta.-Comm. Mgr. J. M. O'Hara
 Sales Prom. Manager Carl Kindl
 Mus.-Prog.-Pub. Dir. Robert James
 Chief Announcer John P. Roper
 News Director Frank J. Hudson
 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 6363-4
 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 NARTB
 President William G. Wells
 General Manager James L. Ulmer
 Chief Announcer Paul E. Kenney
 Chief Engineer Charles E. Clark

W M R N

MARION—1940—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By The Marion Bcstg. Co.
 Business Address P. O. 518
 Phone Number 2-6666-7
 Transmitter Location 1/4 Mi. N. of city limits
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative Horace Stovin, Canada
 Membership NARTB, BAB
 Pres., Gen.-Sta. Mgr. Robert T. Mason
 Commercial Manager Robert M. Sprouse
 Prom. Mgr., Pub. Dir. R. T. Mason, Jr.
 News Director Gene Grove
 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
 Address-Trans. Loc. Lebanon-Coles Rd.
 Phone Number 2-4625

Air Time.....6 a.m.-1 a.m.
 News ServiceAP
 Transcription Service.....Lang-Worth, Sessac
 Pres., Gen., Sta. Mgr.....Paul F. Braden
 Commercial Manager.....Ranny Daly
 Prog., Prod. Dir.....Jack Kistler
 Publicity, News Dir.....Harold Calvin
 Chief Announcer.....Jim Harpring
 Musical Director.....George Garlinger
 Chief Engineer.....Larry Beckwith
 Farm Editor.....Louella Engle
 Continuity Director.....Jean Anne Young
 Consulting Engineer.....George Davis

WCLT

NEWARK—1949

Frequency: 1430 Kc.....Power: 500 Watts d.
 Owned-Operated By...Advocate Printing Co.
 Address.....25 W. Main St.
 Phone Number.....4007
 Transmitter Location...Jackson Rd., Route 13
 Air Time.....Daytime
 News ServiceAP
 Transcription Service.....Capitol, Thesaurus
 Representative.....Meeker Associates
 Membership.....NARTB, BAB
 President.....Frank W. Spencer
 General Manager.....Thomas A. Rogers
 Commercial Mgr.....Robert Pricer
 Program Director.....Gene Raqle
 Chief Engineer.....Benjamin Windle
 Consulting Engr.....Lynn C. Smeby

WPTW

PIQUA—1947—OSN

Frequency: 1570 Kc.....Power: 250 Watts d.
 Owned-Oper...Miami County Bcstg. Co., Inc.
 Address-Trans.....1625 W. Covington Ave.
 Phone Number.....1420-1
 Air Time.....Sunrise-sunset
 News ServiceAP
 Transcription Service.....World
 Representative.....W. S. Grant
 Pres., Gen., Sta. Mgr.....Richard E. Hunt
 Prom., Comm. Mgr.....James R. Flinn
 Program-Production Dir.....Robert Bulp
 Publicity Director.....Allen Craig
 Chief Announcer.....Robert Bulp
 News Director.....Bill Fox
 Chief Engineer.....William Musson
 Farm Editor...Bill Fox
 Consulting Engr.....Odes E. Robinson

WPAY

PORTSMOUTH—1935—CBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....The Scioto Bcstg. Co.
 Bus.-Studio-Trans. Address...1009 Gallia St.
 Phone Number.....3-2111
 Air Time.....6 a.m.-12 M.
 News ServiceAP

Transcription Service.....Lang-Worth
 Representative.....The Taylor Co.
 Membership.....NARTB, BAB
 President.....Roy D. Moore
 Director of Radio.....Eugene Carr
 Station Comm. Mgr.....Gerald F. Boyd
 Program Director.....Floyd M. Jackson
 News Editor.....E. G. Sheridan, Jr.
 Publicity Director.....Elaine D. Cobourn
 Musical Director.....Dorothy E. Page
 Chief Engineer.....Maurice L. Myers
 Farm Editor.....Roy E. Vastline
 Consulting Engr.....Andrew Ring

WLEC

SANDUSKY—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Lake Erie Bcstg. Co.
 Address.....Cleveland & Huntington Aves.
 Phone Number.....5170
 Air Time.....6a.m.-M.
 News ServiceAP
 Transcription Service.....World, Lang-Worth
 Membership.....NARTB, BAB
 Pres., General-Station Mgr...Albert E. Heiser
 Commercial Manager.....Ralph S. Silver, Jr.
 Chf. Ann., Program Director...Jay Wagner
 News Director.....Irwin Hunt
 Chief Engineer.....Jay Leibach
 Consulting Engr.....Robert Higgly

WIZE

SPRINGFIELD—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By...Radio Voice of Springfield
 Trans.-Address.....117 W. High St.
 Phone Number.....3-4955
 Air Time.....Unlimited
 News ServiceUP
 Transcription Service.....Lang-Worth
 Representative.....Weed
 President.....Charles Sawyer
 Exec. V.P.....J. P. Williams
 General Manager.....Adna Karns
 Station Manager.....C. N. Evans
 Program Director.....Robert Christol
 Publicity Director.....John McEnaney
 Chief Engineer.....Victor L. Bushong
 Consulting Engr.....George C. Davis

WJEL

SPRINGFIELD—1947—KBS

Frequency: 1600 Kc.....Power: 500 Watts d.
 Owned-Oper. By...Champion City Bcstg. Co.
 Business Address.....120 So. Limestone St.
 Phone Number.....3-4678
 Transmitter Location.....801 Bechtle Ave.
 Air Time.....Daytime
 News ServiceUP
 Representative.....Schepp Reiner Co.
 Membership.....BAB

OKLAHOMA

Population 2,233,351—Decrease —4.4% ('40-'50)—Radio Homes 526,010
Families 587,720—Stations in State 42

K A D A

ADA—1934—ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: KADA Bcstg., Inc.
Business Address: Box 642
Phone Number: 12-3
Studio-Transmitter Address: No. Broadway
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Standard
Representative: The Taylor Co.
Membership: NARTB, BAB
President: Dr. C. C. Morris
General Manager: Billy T. Hoover
Station Manager: Brown Morris
Program Director: Bruce Ligdon
Prod., Music Dir.: Zelma Dean Woods
Publicity Director: Patricia Dutton
Chief Announcer: Monte C. Bell
News Director: Morie Teague
Chief Engineer: George Miller

K W H W

ALTUS—1947—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Altus Bcstg. Co., Inc.
Business Address: Altus
Phone Number: 1405
Studio-Add. Trans. Loc.: 215 E. Bradford
Air Time: 7 a.m.-10 p.m.
News Service: AP
Representative: Hil F. Best
Membership: NARTB
Pres., Gen. Mgr.: Frank E. Wimberly
Chief Announcer: Jack Dole Schmanke
Chief Engineer: Ernest Baucum

K V S O

ARDMORE—1935—ABC
OKLA. NET-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: John F. Easley
Bus. Studio Address: 112 N. Washington
Phone Number: 3030
Transmitter Location: Chickasaw & N.W. Blvd.
News Service: AP
Transcription Service: Associated, SESAC
Representative: The Taylor Co.
Membership: BAB
Sta. Gen. Mgr.: Albert Riesen
Prom., Comm. Mgr.: J. E. Riesen
Program Director: Dolly Dutton
Chief Announcer: Heywood Vaughn
Chief Engineer: William E. Kolb
News Dir., Farm Editor: Welton Peden
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-KBS

Frequency: 1560 Kc. Power: 250 Watts
Owned-Oper. By: Washita Valley Bcstg. Corp.
Phone Number: 2899
Transmitter Location: So. of Chickasha
Air Time: 6 a.m. local sunset
News Service: AP
President: P. D. Jackson
Gen., Sta. Mgr.: Clarence E. Wilson
Commercial Manager: Philip Jackson
Program Director: Lorene Null
Chief Engineer: Neal M. Allen

K W O E

CLINTON—1949—LBS

Frequency: 1320 Kc. Power: 1000 Watts d.
Owned-Operated By: Western Okla. Bcstg. Co.
Address: Box 706
Phone Number: 617
Transmitter Location: Neptune Park
News Service: UP
Transcription Service: SESAC
Station Representative: Hil F. Best
General Manager: V. M. Preston
Commercial Manager: Grant Ladd
Program Director: Lew Preston
Chief Announcer: Marion Wagnon
News Director: Bill Lauderdale
Musical Director: Lew Preston
Chief Engineer: D. W. Savage

K R H D

DUNCAN—1947—MBS-OGB

Frequency: 1350 Kc. Power: 250 Watts d.,
100 n.
Owned-Operated By: Duncan Bcstg. Co.
Address: Hway, 81 at Pine St., P. O. Box 1192
Phone Number: 1350
Gen., Sta. Mgr.: J. P. Burnett

K S E O

DURANT—1947—OGB-KBS

Frequency: 750 Kc. Power: 250 Watts d.
 Owned-Operated By... Democrat Printing Co.
 Address Box 511
 Phone Number 2200
 Air Time Daytime
 News Service AP
 Transcription Service Thesaurus
 Membership NARTB
 Partners..... R. F. Story, Bennett Story
 General Manager..... Leroy Moses
 Commercial Mgr..... Fred R. Blackburn
 Chief Engineer..... L. O. Wilcox

K C H E

EL RENO—1948

Frequency: 1590 Kc. Power: 500 Watts d.
 Owned-Operated By..... KCHE, Inc.
 Bus. Studio Address... First Natl. Bank Bldg.
 Phone Number 2438
 Air Time Daytime
 General Manager..... Robert E. Davis
 Program Director..... Tom Gilmore

K A S A

ELK CITY—1932—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By..... Southwest Bcstg. Co.
 Business-Studio Address... 1500 North Randall
 Phone Number 730
 Transmitter Location..... No. Randall
 Air Time Unlimited
 Representative Friedenbergs
 Supervisor..... Lonnie J. Preston
 Manager..... V. M. Preston

K C R C

ENID—1930—ABC-OKLA. NET

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By..... Enid Radiophone Co.
 Bus. Studio Address..... Broadway Tower
 Phone Number 447
 Transmitter Location 318 E. Willowy
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative O. L. Taylor Co.
 Membership..... NARTB, BAB
 President..... Milton B. Garber
 General Manager..... George L. Tarter
 Commercial Mgr..... H. P. Hale
 Prod., Program Dir. Roger H. Stoner
 Publicity Dir. Edith Barthel
 Chief Anncr. Frank Powell
 News Director..... Richard A. Brown
 Chief Engineer..... Murray D. Coleman
 Consulting Engr. Commercial Radio Equip.

K T A T

FREDERICK—1948—KBS

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By..... Frederick Bcstg. Co.
 Address Hotel Frederick
 Phone Number 1010
 Transmitter Location..... 1 Mi. W. of City,
 Hwy 5
 Air Time..... Sunrise-sunset
 News Service UP
 Transcription Service World
 Representative Hil F. Best
 General Manager J. D. Jones, Jr.
 Program Director Mary Wheeler
 Prod. Dir., Chf. Ann..... Don Hughes
 Publicity Director Evelyn Jones
 News Dir., Chf. Engr..... Dan Jones
 Musical Director Frances Burkhardt
 Farm Editor Bill Gause
 Consulting Engr. Guy C. Hutcheson

K G Y N

GUYMON—1948

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By..... Plains Bcstg. Co.
 Trans.-Bus. Studio Address... 21st & Lelia Sts.
 Phone Number 888

AP SELLS
 For Stations and Sponsors —

For instance . . . KOCY

"Our sponsors say news is the best buy on KOCY. 1950 is the tenth year for Mid-Continent Petroleum's sponsorship. Another news sponsor has been with us seven years. AP news provides steady income for KOCY. The Associated Press means the best possible service."

MATT BONEBRAKE,
 General Manager,
 KOCY, Oklahoma City

OKLAHOMA

Representative.....O. L. Taylor Co.
President.....O. L. Taylor
Station Manager.....Edgar T. Bell
Commercial Manager.....E. L. Colbourn
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
Atr Time.....Sunrise-sunset
News Service.....UP
Transcription Service.....World
Representative.....ForJoe
Membership.....NARTB
President.....Ralph Ball
Gen., Sta. Mgr.....Cal Perley
Commercial Mgr.....B. M. Grotkop
Pgm., Prod., News, Pub. Dir.....Bill Bryan
Chief Engineer.....Elmo Black

W K Y

OKLAHOMA CITY—1920—NBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By.....WKY Radiophone Co.
Bus.-Studio Address.....P. O. Britton Brausch
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 Andre
Commercial Manager.....Robert E. Chapman
Promotion Manager.....Eugene B. Dodson
Program Director.....Paul Brawner
News Supvr.....Ewing Canaday
Chief Announcer.....Wakelield Holley
Musical Director.....Allan Clark
Chief Engineer.....H. I. Lovell
Farm Editor.....Orval Saunders

K H B G

OKMULGEE—1937 MBS OKLA. GP.-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Okmulgee Bcstg. Corp.
Business Address.....Oddfellows Bldg.
Phone Number.....3646
Transcription Location.....20th St.
Air Time.....6 a.m.-10:30 p.m.
News Service.....AP
Representative.....L. O. Taylor
General Mgr.....Harold E. King
Comm. Mgr., Farm Editor.....Dan Kenan
Program Director.....Bill Davis

Publicity Dir.....Joyce Mann
Chief Announcer.....George Arnold
Chief Engineer.....William Thomson

K V L H

PAULS VALLEY—1947—KBS

Frequency: 1470 Kc.....Power: 250 Watts d.
Owned-Operated By.....KVLH Bcstg. Co.
Business Trans. Address.....P. O. Box 610
Phone Number.....1470-1
Air Time.....Local sunrise-sunset
News Service.....UP
Transcription Service.....World, Keystone,
Bruce Eells
Membership.....NARTB
President.....James T. Jackson
General Manager.....Phil Cranshaw
Commercial Manager.....H. Edward Walker
Chief Engineer.....George Rountree

W B B Z

PONCA CITY—1927—MBS-KBS

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. (12 M. on Sat.)
Transmitter Location.....615 W. Grand St.
News Service.....AP
Transcription Service.....Standard
Representative.....Ra-Tel
Membership.....NARTB, BAB
President.....Clyde E. Muchmore
Sta., Gen. Mgr.....Cy Casper
Commercial Mgr.....M. E. Sheid
Pgm., Prod. Dir.....Shelton E. Bonnewell
News Director.....Gareth Muchmore
Musical Director.....Ilwa Edelen
Chief Engineer.....Kenneth Ruppe
Farm Editor.....Bob Nelson
Consulting Engineer.....Royden Freeland

K O L S

PRYOR—1950—OKLAHOMA

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Lakes Area Bcstg. Co.
Address.....Fifth & Mill Sts.
Phone Number.....1263
Transcription Service.....Standard
News Service.....AP
General Manager.....L. L. Gaffney
Commercial Manager.....Fred Taylor
Program Director.....Dell Roy Guthrie
Chief Engineer.....Dave Hickman

K S M I

SEMINOLE—1948—MBS

Frequency: 1260 Kc.....Power: 500 Watts d.
Owned-Operated By.....KADA Bcstg. Inc.

OKLAHOMA

Address Box 1351
 Phone Number 1260-1261
 Transmitter Location City Park, Seminole
 Air Time Sunrise to Sunset only
 News Service UP
 Transcription Service Standard
 Membership NARTB, BAB
 President Dr. C. C. Morris
 General Manager Bill Hoover
 Sta., Comm. Mgr. Pat Murphy
 Sales Promotion Manager Bill Hoover
 Program Director Don Owen
 Prod., Pub. Dir. Betty Hughes
 Chief Anncr., News Dir. Don Owen
 Musical Director Betty Hughes
 Chief Engineer Warren W. Abbott
 Farm Editor Gene Tobaben

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
 Transmitter Location ... Shawnee County Club
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative Taylor Co.
 Membership NARTB
 President Oscar S. Stauffer
 Comm., Gen. Mgr. E. D. Harvey
 Promotion Manager William Beck
 Prod., Prog. Director ... William C. Maugans
 News Director Glen Pool
 Musical Director C. Jack Childs
 Chief Engineer Robert Martin
 Farm Editor Richard Moore

KSPI

**STILLWATER—1947
 MBS-OKLA. GP.-LBS**

Frequency: 780 Kc. Power: 250 Watts d.
 Owned-Oper. By ... Stillwater Publishing Co.
 Business Address P. O. Box 231
 Phone Number 311
 Studio-Transmitter Location ... 1½ Mi. S. of Still-
 water on Hwy. 40
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Standard
 Representative Ra-Tel
 Membership NARTB
 President C. R. Bellatti
 General Manager L. F. Bellatti
 Program Director Braxton Combs
 Chief Engineer Paul McCollum
 Farm Editor Jim Wells

KAKC

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-Treas. S. E. Avey
 V.P., General Manager James L. Neal
 Commercial Manager Glen Harmon
 Sales Promotion Mgr. Lee Abbott
 Program Director John B. Wheeler
 Production Director Bill Webb
 Publicity Director Ramon King
 Mus. Dir., Chief Anncr. Jack Moore
 News Director Ken Reed
 Chief Engineer M. M. Donley
 Consulting Engr. John Crenz

KFMJ

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 23rd & Yale
 Air Time Daytime
 News Service UP
 Transcription Service Standard
 Representative Independent Net Sales
 Membership NARTB, BAB
 President Fred Jones
 Sta., Gen. Manager Lawson Taylor
 Commercial Manager Leon (Jack) Betz
 Program Director M. M. McGulgan
 Chief Announcer E. B. (Bob) Parker
 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 Pearson
 Membership NARTB
 President Harry Schwartz
 Sta., General Director Dick Campbell
 News, Program Director Claude Evans
 Production Director Larry Robertson
 Publicity Director Ann Fountain
 Chief Announcer John Holmes
 Musical Director Jack Davidson
 Chief Engineer Roy Brown
 Farm Editor Jack Newman
 Consulting Engr. Earl Cullum

K R M G

TULSA—1949—ABC-WESTERN NET

Frequency: 740 Kc. Power: 50,000 Watts d.,
25,000 n.

Owned-Operated By... All Oklahoma Bcstg. Co.
Business-Studio Address... 311 So. Denver Ave.
Phone Number... 5-3291
Transmitter Location... Keystone
Transcription Service... Capitol
Air Time... 5:30 a.m.-M.
Representative... John Blair
News Service... AP
President... Robert S. Kerr
Sta., Gen. Mgr... Robert B. Jones, Jr.
Commercial Manager... Frank S. Lane
Sales Prom. Mgr. Publicity Dir... Montes Tjaden
News Director... Glenn Condon
Prod., Pgm. Dir... Perry W. Ward
Chief Engineer... Alden F. Wooster
Farm Editor... John Martin
Consulting Engr... McIntosh & Inglis

K T U L

TULSA—1934—CBS

Frequency: 1430 Kc. Power: 5000 Watts
Owned-Operated By... Tulsa Bcstg. Co.
Business Address... Boulder-on-the-Park
Phone Number... 2-3191
Transmitter Location... Turley
Air Time... 5:30 a.m.-M.
News Service... UP
Transcription Service... Lang-Worth
Representative... Avery-Knodel
Membership... NARTB, BAB
President... John T. Griffin
Commercial Mgr... L. A. Blust, Jr.
Sales Prom. Mgr... George Ketcham
Chief Announcer... Ed Neibling
Program Director... Karl Janssen
Production Director... Harry Abbott
News Director... Jack Morris

Musical Director... Glenn Hardman
Chief Engineer... Robert Snider
Farm Editor... Jim Rosson
Consulting Engr... Paul F. Godley

K V O O

TULSA—1925—NBC

Frequency: 1170 Kc. Power: 50,000 Watts
Owned-Oper. By... Southwestern Sales Corp.
Bus.-Studio Address... 2104 Phillower Bldg.
Phone Number... 3281
Transmitter Location... 11 Mi. E. of Tulsa
Hwy. 66
Air Time... Unlimited
News Service... INS
Transcription Service... Standard, World
Representative... Edward Petry
President... P. Q. Proctor
Sta., General Mgr... William B. Way
Commercial Manager... Gustav K. Brandborg
Sales Prom. Mgr... N. T. McClarin
Program Director... Tom DeVore
Production Director... John Henry
News Director... Ken Miller
Musical Director... Joe O'Neill
Chief Engineer... Watt Stinson
Farm Editor... Sam Schneider

K S I W

WOODWARD—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By... Woodward Bcstg. Co.
Address Trans. Loc... 22 & Cedar Sts.
Phone Number... 1450
Air Time... 6 a.m.-10:15 p.m.
News Service... AP
Transcription Service... Lang-Worth, Cole
Representative... Continental
Pres., Gen. Mgr... Edward A. Ryan
Program Director... Mrs. Connie Shimeall
Chief Engineer... George Archer
Chief Announcer... Hubert Feese

OREGON

*Population 1,521,341—Increase - 39.6% ('40-'50)—Radio Homes 463,060
Families 475,420—Stations in State 42*

K W I L

ALBANY—1941—MBS-DON LEE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By... Central Willamette Bcstg.
Co.
Bus.-Studio-Transmitter Address... Queen Ave.
& Elm St.
Phone Number... 1234
Air Time... 6 a.m.-M.
News Service... UP

Transcription Service... Standard, World
Representative... John Keating
Membership... NARTB
President... R. R. Cronise
General Manager... Chet Wheeler
Sta. Mgrs... Derwood Smith, Robert Cornell,
Fred Henshaw
Prom. Mgr., News, Pub. Dir... Ken McCoy
Commercial Manager... Warren Stoffer
Program-Production Dir... LeRoy Jolley
Chief Announcer... Lee Kidd
Chief Engineer, Farm Editor... Herbert Davidson

KWIN

ASHLAND—1946—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Rogue Valley Bcastg. Co.
 Address 1160 Helman Rd.
 Phone Number 2-1351
 Air Time Unlimited
 News Service AP
 Transcription Service World, Standard
 Representative Gene Grant
 Membership NARTB
 President M. S. Hamaker
 General Manager Edward P. Barnett
 Comm., Prom. Mgr. Burton Lane Bardeen
 Program Director Doyle Seely
 Chief Engineer Philip R. George

KAST

ASTORIA—1935—MBS-KBS

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Operated By Astoria Bcastg. Co.
 Bus.-Studio Address P. O. Box 445
 Phone Number 95-6
 News Service AP
 Transcription Service Standard
 Representative McHugh
 Membership NARTB
 Station Mgr. R. D. Holmes

KVAS

ASTORIA—1950

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Oper. By Clatsop Video Bcstrs.
 Address 612 Commercial St.
 Phone Number 41
 Representative Keating
 Transcription Service World, Associated
 News Service UP
 Partners L. E. Parsons,
 E. W. Littlehales, J. W. Spencer
 Gen. Mgr., Chief Engr. L. E. Parsons
 Promotional Manager J. W. Spencer
 Pgm., News, Farm Dir. E. W. Littlehales

KBKR

BAKER—1939—KBS—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Inland Radio, Inc.
 Bus.-Studio Address Second & Auburn Sts.
 Transmitter Location H. Street
 News Service UP
 Transcription Service World
 Membership NARTB, BAB
 President Lee W. Jacobs
 Gen., Station Mgr. Kenneth B. Lockwood
 Commercial Mgr. Milton L. Levy
 Program Dir. Kenneth Holden
 Production Director Mal Waltman
 Chief Engineer Walt Boblsud

KBND

BEND—1938—MBS-KBS

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Oper. By Central Oregon Bcastg. Co.
 Bus.-Studio Address 1101 Wall St.
 Phone Number 849
 Air Time 6 a.m.-11 p.m.
 Transmitter Address Butler Market Rd.
 News Service UP
 Transcription Service Standard
 Representative W. S. Grant
 Membership NARTB, BMB
 Gen., Sta. Mgr. Frank H. Loggan
 Comm. Mgr. W. H. Barton
 Pgm. Dir., Farm Editor Kessler Cannon
 Chief Engineer Robert Dickinson

KOOS

COOS BAY—1928—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By KOOS, Inc.
 Bus.-Studio-Trans. Address 505 Hall Bldg.
 Phone Number 4321-4331
 Air Time Unlimited
 News Service AP, UP
 President Sheldon F. Sackett
 General Manager Fred F. Chitty
 Station Manager Hal Shade
 Commercial Manager Jack Irvine
 Program Director Sara Spough
 Chief Engineer Roger Spough

KWRO

COQUILLE—1948—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KWRO Bcstrs.
 Address P. O. Box 396
 Phone Numbers 3981-3971
 News Service AP
 Transcription Service Associated, Cole
 Representative Gene Grant
 Pres., Gen. Mgr. Walter L. Read
 Secretary-Treasurer William E. Walsh
 Commercial Manager William Cook
 Chief Engineer Phillip Linn
 Chief Anncr., Farm Editor Curt Raynes
 Program Director David L. Riggs

KRUL

**CORVALLIS—1946
 KBS-VIKING-KBS**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Pacific States Radio Co.
 Address Trans. Lot 1221 So. 15th St.
 Phone Number 1504
 Air Time 6:30 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Keating

KYJC

MEDFORD—1947—ABC

Frequency: 1230 Kc. Power: 250 Watts d.
250 Watts n.
Owned-Operated By Medford Printing Co.
Trans. Address Barnett Rd.
Phone Number 2-5277
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Lang-Worth
Representative Grant McHugh
President Robert W. Ruhl
Gen. Sta. Mgr. Jimmy Dunlevy
Comm., Prom. Mgr. Douglas Gaines
Pgm., Prod., News Dir. John Ahern
Publicity Director Betty Brugman
Chief Announcer Tom MacLeod
Chief Engineer Rodney Richards
Consulting Engineer Grant S. Feikert

KNPT

NEWPORT—1948

Frequency: 1310 Kc. Power: 1000 Watts
Owned-Oper. By Yaquina Radio, Inc.
Business Address Box 276
Phone Number 580
Studio-Transmitter Address Newport
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service World
Pres., Gen.-Station Mgr. Tom R. Becker
Commercial Mgr. Joe Kortman
Program Director Silvia Becker
Chief Engineer Hal Bigger
Consulting Engr. Harold Singleton

KSRV

ONTARIO—1946—LBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Inland Radio, Inc.
Address Old Oregon Trail
Phone Number 212
Transmitter Location Hiway 30
Air Time 6 a.m.-M.
News Service UP
Representative Oregon Trail
Transcription Service World
Membership NARTB, BAB
President Lee W. Jacobs
V.P., Gen. Mgr. Gordon L. Capps
Commercial Manager John W. Powell
Program Director Hal Corwin
News Director Robert E. Davis
Chief Engineer Charles E. Harland
Consulting Engr. Harold Singleton

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 24 hrs.
News Service AP
Transcription Service World
Representative W. C. Radio Sales
President Dr. John H. Fitzgibbon
Comm. Sta., Gen. Mgr. Irwin S. Adams
Assistant Manager H. I. Jackson
Prod., Pgm. Director Delmar Lundbom
Musical Director Monte Ballon
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
Commercial Manager Jack Webb
Program Director Pete S. Hansen
Chief Engineer Robert E. Fay

KBKO

PORTLAND—1948

Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Oper. By Mercury Bcstrg. Co.
Bus.-Studio Address 3908 N.E. Sandy Blvd.
Phone Number MURdock 1290, WEBster 1290
Transmitter Location Oaks Park
Representative Forjoe
News Service UP
Pres., Gen., Comm. Mgr., Pgm. Dir.

Gordon Bambrick

V.P., Chief Engr. Harold Kieger

KEX

PORTLAND—1926—ABC

Frequency: 1190 Kc. Power: 50,000 Watts
Owned-Operated By Westinghouse Radio
Stations, Inc.
Address 1230 SW Main St.
Phone Number Capital 1881
Transmitter Location Clackamas
Air Time 6:00 a.m.-1:00 a.m.
News Service AP, INS
Transcription Service Associated
Station Representative Free & Peters Inc.
President Walter Evans
Vice-Pres. Walter E. Benoit
Station Manager J. B. Conley
Commercial Manager Robert H. Prigmore
Sales Promotion Manager Charles L. Burrow
Program & Pub. Director Mel Bailey
Production Director Ken Finley
News Director Robert L. Thomas
Chief Engineer Thomas T. Ely
Consulting Engineer Westinghouse Radio
Stations Inc.

K G W

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 NARTB, BAB
President E. B. MacNaughton
General Manager M. J. Frey
Station Manager H. Quenton Cox
Commercial Manager J. N. Wassan
Asst. Manager Frank H. Coffin
Program Manager Homer Welch
Chief Announcer Bob Tomlinson
News Directors Don Kneass, Chuck Foster
Musical Director Abe Bercovitz
Chief Engineer Harold C. Singleton
Farm Editor Don Kneass

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
Transmitter Location Sylvan
Air Time 6 a.m.-M.
News Service AP, INS, UP
Transcription Service Associated, World
Representative Avery-Knodel
Membership NARTB
President Marshall Field
Gen.-Sta.-Comm. Mgr. Harry H. Buckendahl
Promotion Director George Wann
Program Manager Ted W. Cooke
Production Director Willard Mears
Chief Announcer Duncan Macleod
News Director Lester Halpin
Musical Director Owen Dunning
Dir. of Engineering Louis S. Bookwalter
Farm Editor Luke L. Roberts

K P D Q

PORTLAND—1947

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Operated By John W. Davis
Bus.-Studio-Trans. Address 214 Panama Bldg.
Phone Number ATwater 2035
Transmitter Location Oaks Park
News Service AP
Transcription Service Associated
Representative William G. Rambeau
Owner John W. Davis
Gen. Sta. Mgr. William E. Richardson
Program Director Donovan Zundel
Chief Engineer R. F. Johnson

K P O J

PORTLAND—1932—MBS

Frequency: 1330 Kc. Power: 5000 Watts
Owned-Oper. By KPOJ, Inc., Journal Pub. Co.
Phone Number Broadway 3484
Studio Address 1019 S.W. 10th
Transmitter Location P. O. Address R. 1,
Box 2433
Air Time 6 a.m.-M.
News Service UP
Transcription Service Thesaurus
Representative John Blair
Membership NARTB, BAB
President P. L. Jackson
General-Station Manager R. M. Brown
Commercial Manager Thomas J. Swafford
Program Director Hugh Smith
Publicity Prom. Director Isabell Hoyt
Chief Announcer Jack Moys
News Director Vernon E. Mueller
Music Director Ted Hollock
Chief Engineer Henry Sturtevant
Farm Service Dir. Alvin D. Bauer

K W J J

PORTLAND—1927

Frequency: 1080 Kc. Power: 10,000 Watts
Owned-Oper. By KWJJ Bcst. Co., Inc.
Bus.-Studio Address 1011 S.W. 6th Ave.
Phone Number Atwater 4393
Transmitter Location 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
Prog., Prod. Dir., Comm. Mgr. Jerry Speerstra
Prom. Mgr., Pub. Dir. Ben Crosby
News Dir., Chief Anncr. Frank Cooley
Musical Director John Emmel
Consulting Chief Engineer Dwight Loomis
Farm Editor Bill Hansen

K X L

PORTLAND

Frequency: 750 Kc. Power: 10,000 Watts
Owned-Operated By KXL Bcstrs.
Business-Studio Address Orpheum Bldg.
Phone Number BR. 6451
Transmitter Location Harmony Twp.
News Service UP
Transcription Service Standard
Representative Walker
Pres., Gen.-Sta.-Comm. Mgr. H. S. Jacobson
Sales Prom. Mgr. James Mount
Program Manager Jackson Fleming
Chief Announcer Bill Mason
News Director Fred Eichorn
Musical Director Ted Yaw
Chief Engineer Ralph Miffitt
Farm Editor Ben Bulsman

P E N N S Y L V A N I A

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
News Director.....Skip Miller
Musical Director.....Paul Melanson
Chief Engineer.....C. Irvin Metzger
Consulting Engineer.....George C. Davis

Transcription Service.....SESAC, Cole,
 Thesaurus
General Manager.....Cecil F. Clifton
Business Manager.....A. J. West
Comm., Prom. Mgr., Pgm. Dir. Buddy Starcher
News Director.....Fred Baker
Chief Engineer.....H. E. Smith
Farm Editor.....Jack West
Consulting Engineer.....Commercial

W R T A

ALTOONA—1947—ABC-QUAKER

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
Representative.....Robert Meeker
Membership.....NARTB
Pres., Gen. Mgr......Roy F. Thompson
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 d.
 1000 Watts n.
Owned-Oper. By.....General Bdcstg. Corp.
Address Trans. Loca......2801 Edgewood Dr.
Phone Number.....8127
Air Time.....6 a.m.-12:05 a.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Weed & Co.
Membership.....BAB
President.....Emanuel S. Leopold
Gen., Sta. Mgr......Robert G. Walter
Comm., Prom. Mgr......Will Union
Pgm., Pub. Dir......Robert G. Walter
News Director.....John Riley
Mus. Dir......Barbara Grove & Edith Ralston
Chief Engineer.....Robert Bragonier
Farm Editor.....Will Ketter
Consulting Engr. Jansky & Bailey, Wash. D. C.

W A V L

APOLLO—1947

Frequency: 910 Kc. **Power:** 1000 Watts, d.
Owned-Oper. By.....Tri-Borough Bcstg. Co.
Bus-Studio Address Trans. Loca......No. 4th
 & Pa., Apollo
Phone Number.....72-3921
Air Time.....Daytime
News Service.....UP

W N C C

BARNSBORO—1950

Frequency 950 Kc. **Power:** 500 Watts d.
Owned-Oper. By.....No. Columbia Bcstrs.
Phone Number.....1010
Transcription Service.....Thesaurus, Standard
News Service.....UP
Pres., Prom. Mgr......Harris G. Breth
Chairman of Board.....Ralph Greenwood
Vice-President.....Richard Todhunter, Jr.
General Manager.....W. J. Thomas
Mgr., Pgm. Dir......LeRoy W. Stauffer
Chief Engineer.....Lloyd E. Matter

W B V P

BEAVER FALLS—1948

Frequency: 1230 Kc. **Power:** 250 Watts
Owned-Operated By.....WBVP, Inc.
Business-Studio Address.....1216 Seventh Ave.
Phone Number.....4100
Transmitter Location.....New Brighton
Air Time.....Unlimited
News Service.....UP, AP
Transcription Service.....Standard, World
Membership.....NARTB, BAB
Pres., Sta., Gen. Mgr......Frank R. Smith, Jr.
Comm., Mgr......Thomas B. Price
Program Director.....Charles H. Wilson
Production Director.....Jean E. Biggard
Chief Announcer.....George Allen
News Director.....Ernie Kline
Musical Director.....Leona Whiting
Chief Engineer.....John Wm. Hines
Consulting Engineer.....Frank McIntosh

W G P A

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, Eells
Membership.....NARTB
Vice President.....Rolland L. Adams
Station Manager.....Arthur C. McCracken
Commercial Manager.....Frank Collie
Sales Prom. Mgr......Rodney Snyder

. . . **PENNSYLVANIA** . . .

Music., Pgm. Dir. Stefan George
 Production Director Bernie Black
 Publicity Director Betty Fry
 News Director Bill Kassell
 Chief Engineer Edwin L. Rybak
 Farm Editor Bernie Black
 Consulting Engr. . . Lohnes, Culver & Craven

WCNR

BLOOMSBURG—1947—QUAKER

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 NARTB
 President Robert R. Eyerly
 Gen. Mgr., Pgm. Dir. Ed Darlington
 Chief Engineer Robert Fulton

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 Hilltop
 Air Time Daylight
 News Service UP
 Transcription Service World
 Membership NARTB
 President William G. Matta
 Commercial Manager George Matta
 Sales Prom. Mgr. George Boxic
 Pub., Musical Dir. Kay Melnick
 Chief Announcer H. Lockhart
 Chief Engineer Richard G. Noullet

WESB

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 7 a.m.-12 M. (8 a.m.-12 M.-Sun.)
 News Service AP
 Transcription Service World
 Representative Ra-Tel
 Membership NARTB, PBA
 President Lester R. Edwards
 News, Pub., Pgm. Dir., Gen. Mgr. . J. M. Cleary
 General Sales Mgr. Ernest F. Oliver
 Chief Announcer Robert C. Norman
 Technica' Director Joseph Sudock

AP SELLS

For Stations and Sponsors —

For instance WJAC

"We carry 26 sponsored 15-minute AP programs weekly. Our oldest sponsor, De Roy's jewelry store, has just renewed its contract for the 6 p.m. news. They have been buying this spot continuously since 1939."

JOHN P. FOSTER,
 Manager,
 WJAC, Johnstown, Pa.

PENNSYLVANIA

Transmitter Location . . . Williams Township
Air Time 6:30 a.m.-1 a.m.
News Service UP
Transcription Service World
Representative Robert Meeker
Membership NARTB
Station Executive Clair R. McCollough
Station Manager Elwood C. Anderson
Natl. Sales Manager J. Robert Gullick
Program Director Eugene Bethman
Technical Director J. E. Mathiot

W E R C ERIE—1940—NBC

Frequency: 1260 Kc. **Power:** 5000 Watts
Owned-Oper. By Presque Isle Bcatg. Co.
Bus.-Studio Address 121 W. 10 St.
Phone Number 40-185
Transmitter Location Robinson Rd.
Air Time 6 a.m.-2 a.m.
News Service UP
Transcription Service Capitol, Lang-Worth
Representative Weed
President Jacob A. Young
General Manager Charles E. Denny
Commercial Manager Art Ingram
Program Director Virginia Donachy
Chief Announcer John Louthier
News Director James Dewart
Chief Engineer Ken Hestor
Consulting Engineer A. D. Ring

W I K K ERIE—1948—ABC

Frequency: 1330 Kc. **Power:** 5000 Watts
Owned-Oper. By Community Service Bcatg. Co.
Bus.-Studio Address 1021 State St.
Phone Number 2-3248, 23-240
Transmitter Location Waterford
Air Time 6 a.m.-M.
News Service UP
Transcription Service Standard
Representative Taylor Co.
President Keith Kiggins
Gen. Sta. Mgr. Ted Nelson
Program Director C. E. McElroy
Chief Announcer Lou Zero
Chief Engineer Clarence Baker
Consulting Engineer George Adair

W L E U ERIE—1933

MBS-QUAKER-PENN-ATL. NET

Frequency: 1450 Kc. **Power:** 250 Watts
Owned-Oper. By WLEU Bcatg. Corp.
Bus.-Studio-Transmitter Address 2nd Fl. Commerce Bldg., 12th & State Sts.
Phone Number 23-327, 22-129
Air Time 6:30 a.m.-12 M.
News Service AP
Transcription Service World

President Leo J. Omellan
V.P., Comm. Gen. Mgr. V. Hamilton Weir
Secretary Claire Theno
Program Director Phil Soisson
Musical Director Anthony Conti
Chief Announcer Jack Gilbert
News Director Frank Martin
Chief Engineer George Roland
Farm Editor Paul Crossman
Consulting Engineer McNary & Wrathall

W G E T GETTYSBURG—1950

Frequency: 1450 Kc. **Power:** 250 Watts
Owned-Oper. By Times & News Pub. Co.
Managing Director Earl C. Pace

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 NARTB
President H. Kenneth Brennen
General-Comm. Mgr. G. J. Podeya
Program Director Glen Grayson
Chief Engineer L. L. Allen
Sports Editor Bob Johnson

W H V R HANOVER—1949—MBS

Frequency: 1280 Kc. **Power:** 1000 Watts d. 500 Watts n.
Owned-Operated By Radio Hanover, Inc.
Address Hanover Trust Bldg.
Phone Number 3831
Transmitter Location 1/2 Mi. No. of City
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Lang-Worth
Membership PAC
Pres., Sta. Gen. Mgr. John D. Bare
Prom., Comm. Mgr. H. Vernon Ferster
Prod., Pub., Pam. Dir. Mack Edwards
Chief Engineer Phillip Rohrbaugh
Farm Editor John S. Kratzert
Consulting Engineer A. D. Ring Co.

W H G B HARRISBURG—1945—ABC

Frequency: 1400 Kc. **Power:** 250 Watts
Owned-Oper. By Harrisburg Bcatg. Co.
Bus.-Studio-Trans. Address 112 Market St.

P E N N S Y L V A N I A

Phone Number.....2-3456, 6-2646
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP
 Representative.....Weed
 Membership.....NARTB
 President.....Herbert Kendrick
 Comm., Gen. Mgr.....Jack Hooper
 Music, Pgm., Prod. Dir.....George Raudenbush
 Publicity Director.....Red McCarthy
 News Director.....Lewis Doolittle
 Chief Announcer.....Tony Bekas
 Chief Engineer.....William Dreese
 Consulting Engr.....Gautney, Raq & Price

News Service.....UP
 Transcription Service.....World
 Membership.....NARTB
 General Manager.....Harry L. Magee
 Musical Director.....Ray Calabrese
 Chief Engineer.....Park Cassidy
 Farm Editor.....Walt Lewis

W H P
HARRISBURG—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By.....WHP, Inc.
 Business-Studio Address.....216 Locust St.
 Phone Number.....4-3211
 Transmitter Location.....1½Mi. W. Summerdale
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Standard, Associated
 Representative.....The Bolling Co.
 Membership.....NARTB
 Gen.-Sta.-Comm. Mgr.....A. K. Redmond
 Sales Prom. Mgr.....Beatrice Pottelger
 Program Director.....Dick Redmond
 Production Director.....Harry Hinkley
 News, Pub. Dir.....John Price
 Musical Director.....David Shoop
 Chief Engineer.....E. Daniel Leibensperger
 Farm Editor.....George Wirt

W A Z L
HAZLETON—1932—NBC-MBS
QUAKER

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Hazleton Bcastg. 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.....World
 Representative.....Robert Meeker
 Membership.....NARTB
 Pres., Gen. Mgr.....Victor C. Diehm
 Sales Prom. Mgr.....Thomas Tito
 Program Director.....Don Murray
 Asst. to Gen. Mgr.....Kathryn Kahler
 News Director.....Dan Petix
 Chief Engineer.....Elwood Tito
 Farm Editor.....Nicky Alberts

(See Page 608)

W K B O
HARRISBURG—1922—NBC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Keystone Bcastg. Corp.
 Bus.-Studio Address.....31 N. Second St.
 Phone Number.....4-0191
 Transmitter Location.....Penn Harris Hotel
 Air Time.....6:30 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Robert Meeker
 Membership.....NARTB
 Station Executive.....Clair R. McCollough
 Station Manager.....David J. Bennett, Jr.
 Natl. Sales Manager.....J. Robert Gulick
 Program Director.....Don Wear
 Technical Director.....J. E. Mathiot

W H O D
HOMESTEAD—1948

Frequency: 860 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Steel City Bcastg. Corp.
 Bus.-Studio Address.....105 E. Eighth Ave.
 Phone Number.....HO 1-0172
 Transmitter Location.....W. Millin Borough
 Air Time.....Sunrise-sunset
 News Service.....UP
 Representative.....Interstate
 President.....Alexander Avlon
 General-Comm. Mgr.....Roy Ferree
 Office Manager.....Shirley Surgeon
 Sales Prom. Mgr.....Sid Dickler
 Chief Engineer.....James Herbert

W L T R
HAZLETON—1947

Frequency: 690 Kc.....Power: 1000 Watts d.,
 1000 Watts n.
 Owned-Oper. By.....Bloom Radio, Inc.
 Address.....Hotel Magee, Bloomsburg
 Phone Number.....1800-1801
 Transmitter Location.....Scott Twp.
 Air Time.....Sunrise-Sunset

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.....7 a.m.-M.
 News Service.....UP
 Transcription Service.....SESAC, Lang-Worth
 President.....John H. Biddle
 General Manager.....Samuel L. Stroh, Jr.
 Chief Announcer.....Donald M. Stuller
 News Director.....Eugene Shore
 Chief Engineer.....Ernest A. Craig

W D A D

INDIANA—1945—QUAKER

CBS—KBS

Frequency: 1450 Kc. Power: 250 Watts d.,
250 Watts n.
Owned-Oper. By Indiana Broadcast Inc.
Address Indiana Theatre Bldg.
Phone Number 1780
Transmitter Location East Pike
Air Time 7 a.m.-12:05 a.m.
News Service AP
Transcription Service World
Representative McGilvra
Pres., Gen. Mgr. T. K. Cassel
Comm., Prom. Mgr. Tony Rand
Sta. Mgr., Pgm. Dir. James E. Pattison
Publicity Director Joseph Donnelly
News Director William J. Jordan
Musical Director Ray Barlow
Chief Engineer Robert Ramsay
Consulting Engineer Kear & Kennedy

W A R D

JOHNSTOWN—1946—CBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Central Bcstg. Co., Inc.
Business-Studio Address Porch Bldg.
Phone Number 81-216
Transmitter Location Prospect Hill
Air Time 6 a.m.-2 a.m.
News Service UP
Transcription Service World
Representative Weed
Membership NARTB
President Paul Short
General Manager George D. Gartland
Station Manager Robert R. Nelson
Commercial Mgr. Herbert B. Scott
Chief Announcer Bill Santoro
News Director Frank C. Jordan
Chief Engineer Millard J. Coleman
Farm Editor H. C. McWilliams
Consulting Engineer Gautney & Ray

W C R O

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 6:45 a.m.-1 a.m.
News Service INS
Transcription Service Associated
Representative Radio Reps
President John J. Keel
General Manager John F. Hanssen
Comm. Mgr., News Dir. Dennis Gerken
Program Director Ted Bunn
Chief Engineer Rexford Ackley
Consulting Engineer John J. Keel

W J A C

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, Lang-Worth
Representative Headley-Reed
Membership NARTB, BAB
President W. W. Krebs
Vice President L. W. Barnes
Station-Comm. Mgr. John P. Foster
Chief Engineer N. L. Straub

W A C B

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 43-1381, 43-1391
Transmitter Location Bunker Hill
Air Time 7 a.m.-Sunset
News Service INS
Transcription Service World
Membership NARTB, BAB
President J. B. Moore
Comm. Mgrs. Wm. McKibben, Joe Pellittier
Prom. Mgr., Pub. Dir. Bill McKibben
Musical Director Ann Hillard
Chief Engineer Joe Pellittier

W G A L

LANCASTER—1922—NBC-MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By WGAL, Inc.
Business-Studio Address 8 W. King St.
Phone Number 5251
Transmitter Location Lancaster
Air Time 6:30 a.m.-1 a.m.
News Service UP
Transcription Service World
Representative Robert Meeker
Membership NARTB
President Clair R. McCollough
Station Manager Harold E. Miller
Natl. Sales Mgr. J. Robert Gulick
Program Director Kenneth Kreider
Technical Director J. E. Mathiot

W L A N

LANCASTER—1946
ABC—QUAKER—SBN

Frequency: 1390 Kc. Power: 1000 Watts
Owned-Oper. By The Peoples Bcstg. Co.
Bus.-Studio Address 252 N. Queen St.

. . . **PENNSYLVANIA** . . .

Phone Number 7261
 Transmitter Location..... Manheim Township
 Air Time 6 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Headley-Read
 President Frank H. Altdoerffer
 Sta., Comm., Sales Prom. Mgr., Pub. Dir.....
 John D. Hymes
 News, Pgm. Dir..... Ted Pollack
 Chief Announcer John Lupton
 Chief Engineer..... Frank H. Altdoerffer
 Farm Editor Arthur Berks
 Consulting Engineer Dixie McKee

W L B R
LEBANON—1947

Frequency: 1270 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Lebanon Bcstg. Co.
 Bus. Studio Address..... 8th & Cumberland Sts.
 Phone Number 3900
 Transmitter Location Ebenezer
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative William G. Rambeau
 Membership NARTB, BAB
 President..... H. Raymond Stadiem
 General Manager..... Lester P. Etter
 Operation Manager Julian F. Skinnell
 Local Sales Manager Philip J. Reilly
 Program Director..... Jared L. Rolston
 News Director Alex Fehr
 Chief Engineer..... M. Leonard Savage
 Consulting Engineer Andy Ring

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 Rudy Marcoux
 Sales Promotion Manager Addison Amor
 Musical Director Carl Henke
 Chief Announcer Gordon Jones
 Chief Engineer..... Howard Bair
 Farm Editor Chuck Fuller
 Consulting Engineer MacIntosh & Ingalls

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, World
 Membership NARTB
 President Paul J. Newton
 Sta., Gen. Mgr. Robert L. Wilson
 Prom., Comm. Mgr. Don Raffensberger
 Prod., Pgm. Dir. Ellis E. Erdman
 Publicity Director Read Gray
 Chief Anncr., News Dir., Farm Editor
 Lynn Bloom
 Chief Engineer John Stormer
 Musical Director Robert Hyle
 Consulting Engineer A. D. Ring

W M R F
LEWISTOWN—1941—NBC
QUAKER

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Lewistown Bcstg. Co.
 Business-Studio Address..... 5 W. Market St.
 Phone Number 6757
 Transmitter Location Derry Township
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service Standard
 Representative Burn-Smith
 Membership NARTB
 Vice-President..... J. S. Woods
 General Manager..... T. W. Metzger
 Commercial Manager..... Robert Howard
 Program Director..... Ralph Parker
 Promotion Manager James Keyes
 Chief Engineer..... Bernard H. Bopp
 Farm Editor Joe Smiley

W B P Z
LOCK HAVEN—1946—MBS
QUAKER

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... Lock Haven Bcstg. Corp.
 Bus. Studio Address 132½ E. Main St.
 Phone Number 4038
 Transmitter Location Allison Township
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service..... Associate, Thesaurus
 Representative Joseph Hershey McGillvra
 Membership NARTB, BAB
 President..... Donald C. Welch
 General-Station Manager..... Harris Lipex
 Sales Prom. Mgr..... Joseph J. Nevins
 Pgm. Dir., Chief Anncr..... Dave King
 Production Director..... L. Willard Poff
 News Director John P. Wynne
 Chief Engineer..... Kenneth B. Caum
 Farm Editor..... John B. McCool
 Consulting Engineer..... George Davis

W E D O

McKEESPORT—1946

Frequency: 810 Kc. Power: 1000 Watts d.
 Owned-Operated By Tri-City Bcstg. Co.
 Business-Studio Address Box 810
 Phone Number McKeesport 4-7167,
 Homestead 1-3113
 Transmitter Location Foster Rd.
 Air Time Local sunrise-local sunset
 News Service AP
 Membership NARTB
 Trans. Service World, Thesaurus
 Pres., Gen. Mgr. Edward J. Hirschberg
 News Dir., Sta. Mgr. Robert E. Badger
 Program Director Joseph Guba
 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 88888
 Transmitter Location Lincoln Twp.
 Air Time 7 a.m.-1 a.m.
 News Service UP
 Representative Rambeau
 Transcription Service Lang-Worth, Standard
 President Robert M. Cox
 Gen., Sta., Comm., Prom. Mgr. Gene Kline
 Pgm., Prod. Dir. Pat Haley
 Pub., News Dir. Mike Levine
 Chief Engineer Charles White
 Farm Editor Roy Gallagher
 Sports Director Sam Vidnovic

W M G W

MEADVILLE—1947

Frequency: 1490 Kc. Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By Meadville Bdcstg. Serv., Inc.
 Address 1st National Bank Bldg.
 Phone Number 46-723
 Transmitter Location Kertown
 Air Time 6:30 a.m.-12 M.
 News Service UP
 Trans. Serv. Lang-Worth, SESAC, World
 Membership NARTB, BAB
 President H. C. Winslow
 Station Manager Robert Trace
 Commercial Manager Jacob E. Hanks
 Program Director Zane Knauss
 News Director Mark N. Funk, Jr.
 Chief Engineer Hoyt H. Stout
 Farm Editor Barney Frick

W B U D

MORRISVILLE—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Morrisville Bcstg. Co.

Business Address 12 S. Penn. Ave.
 Phone Number 7107
 Transmitter Location Morrisville
 Air Time 7 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative McGillvra
 President Verna S. Hardin
 General Manager Richard M. Hardin
 Commercial Manager James Stolcz
 Program Director Robert Kent
 Promotion Manager Fred Walker
 Chief Announcer John Schneider
 Chief Engineer William A. Brewer
 Consulting Engineer Wm. E. Bennis, Jr.

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, AP
 Transcription Standard, Capitol SESAC
 Representative ForJoe
 Membership NARTB
 President Henry W. Lark
 General Manager Jones Evans

W K S T

NEW CASTLE—1938—MBS-QUAKER

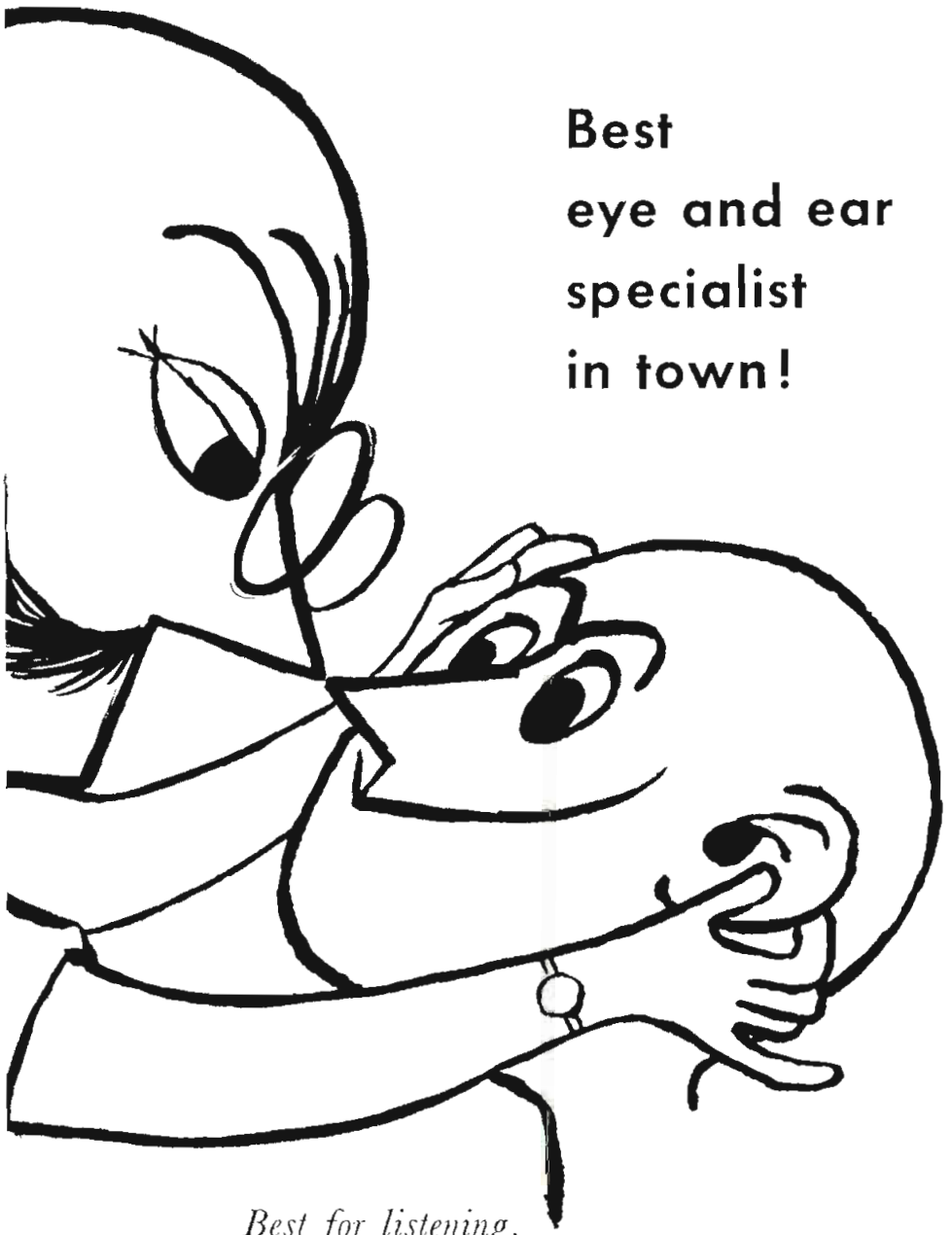
Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By WKST, Inc.
 Bus.-Studio Address Cathedral Bldg.
 Phone Number 5050
 Trans. Loca. 3½ Mi. SE of City
 Air Time 6:30 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative Meeker
 President, General Mgr. S. W. Townsend
 Sta., Comm. Mgr., Pgm. Dir. A. W. Graham
 Sales Prom. Mgr., Pub. Dir. William Sommer
 Production Director Harry Reith
 Musical Director Hugh Johnston
 Chief Engineer Robert Emch
 Farm Editor Al Francis

W K P A

NEW KENSINGTON—1940—PBS

Frequency: 1150 Kc. Power: 250 Watts d.
 Owned-Oper. By Allegheny-Kiski Bcstg. Co.
 Business-Studio Address 810 Fifth Ave.
 Phone Number 3534-3
 Transmitter Location E. Deer Township
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Serv. Lang-Worth, MacGregor,
 SESAC, M. M. Cole

Best
eye and ear
specialist
in town!



*Best for listening,
best for viewing,
best for selling
the Philadelphia market*

WCAU AM
TV

PENNSYLVANIA

Representative.....Continental Radio Sales
President.....C. R. Cooper
Gen., Sta., Comm. Mgr., Pgm. Dir. E. J. Kroen
Chief Announcer.....Michael Felack
Chief Engineer.....W. W. Neely

W N A R

NORRISTOWN—1946—QUAKER

Frequency: 1110 Kc.....Power: 500 Watts d.
Owned-Operated By...Norristown Bcstg. Co.
Bus.-Studio Address.....115 W. Main St.
Phone Number.....Norristown 8-7600
Transmitter Location.....Old Arch Rd.
Air Time.....Sunrise-Sunset
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....W. S. Grant
Membership.....NARTB
President.....N. Joe Rahall
Executive Director.....Farris E. Rahall
Station Manager.....Howard W. Kriebel
Program Director.....Robert C. Ardrey
Chief Engineer.....Franklin H. Bisbing
Consulting Engineer.....E. C. Page

W K R Z

OIL CITY—1946—QUAKER

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WKRZ, Inc.
Business-Studio Address.....232 Seneca St.
Phone Number.....4-1260, 4-1269
Air Time.....7 a.m.-12 M.
Transmitter.....Rich Hill, Cranberry Township
News Service.....UP
Transcription Service.....World
Pres., Gen., Sta. Mgr. Kenneth E. Rennekamp
Commercial Manager.....Miles B. Layton
Promotion Manager.....Roland B. Phillips
Prod., Pgm. Dir. James Gustafson
Chief Engineer.....Leo Arcoletti
Chief Announcer.....Michael Gulla

K Y W

PHILADELPHIA—1921—NBC

Frequency: 1060 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Westinghouse Radio
Stations, Inc.
Business-Studio Address.....1619 Walnut St.
Phone Number.....LOcust 4-3700
Transmitter Location.....Whitemarsh
Air Time.....6 a.m.-1 a.m.
News Service.....INS, UP
Transcription Service.....Associated
Representative.....Free & Peters
President.....Walter Evans
Vice-President.....Walter E. Benolt
Station Manager.....L. R. Rawlins
Sales Manager.....R. H. Teter
Promotion Manager.....Paul I. Woodland
Program Director.....F. A. Tooke
Chief Engineer.....I. N. Eney

W C A U

PHILADELPHIA—1923—CBS

Frequency: 1210 Kc...Power: 50,000 Watts d.,
50,000 Watts n.
Owned-Oper. By.....WCAU, Inc.
Address.....1622 Chestnut St.
Phone Number.....LOcust 7-7700
Transmitter Location.....Moorestown, N. J.
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Radio Sales
Pres., Gen. Mgr. Donald W. Thornburgh
V.P., Asst. Gen. Mgr. Jos. L. Tinney
Commercial Manager.....John S. DeRussy
Program Director.....Jos. T. Connolly
Prom., Pub. Dir. Robert N. Pryor
News Director.....Alfred T. Ringler
Musical Director.....David Stephens
V.P., Director of Engr. John G. Leitch
Farm Editor.....Amos Kirby

W D A S

PHILADELPHIA—1922

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Max M. Leon, Inc.
Business-Studio Address.....1211 Chestnut St.
Phone Number.....LOcust 7-7400
Transmitter Location.....Philadelphia
Air Time.....Unlimited
News Service.....AP
Representative.....Forjoe
President.....Max M. Leon
Gen., Sta., Comm. Mgr. Lambert B. Beeuwkes
Program Director.....Richard H. Booth
Chief Engineer.....Frank W. Unterberger

W H A T

PHILADELPHIA—1929

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Independence Bcstg. Co.
Business-Studio Address.....1505 Walnut St.
Phone Number.....Rittenhouse 6-2058
Transmitter Location.....Penn Sheraton Hotel,
39th & Chestnut Sts.
Air Time.....7 a.m.-1:30 a.m.
News Service.....AP
Pres., Gen., Comm. Mgr. William A. Banks
Prom., Sta. Mgr. Dolly Banks
Pgm., Pub. Dir. Annette Oromaner
News Director.....Alan Michaels
Music., Prod. Dir. Len Stevens
Chief Announcer.....Terry Gaines
Chief Engineer.....Arnold Goldman
Farm Editor.....Lee Stewart
Consulting Engineer.....A. D. Ring Co.

Prospecting in WFIL-adelphia?



The shortest path to spendable gold in America's Third Market is the coverage route of WFIL.

Stake your claim to higher sales in this rich market through WFIL. In the 14-county Philadelphia Retail Trading Zone—where buying power is greatest—WFIL's signal is strongest.

In those 14 counties and beyond—in all of WFIL-adelphia—the station serves a city, suburban and farm audience over a 4-state area, and talks the language of each.

Buy WFIL—the **ONLY** Philadelphia network station to show a **DAYTIME** and **NIGHTTIME** AUDIENCE INCREASE in the latest BMB report.

**Buy WFIL to
Sell Philadelphia**

ABC AFFILIATE

WFIL
The
Philadelphia Inquirer
Station
Represented by
THE KATZ AGENCY

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 NARTB, BAB
 Sta., Gen. Mgr. Roger W. Clipp
 Operations Asst. to Gen. Mgr.

John D. Scheuer, Jr.
 Commercial Manager Norman R. Prouty
 Sales Prom. Dir. George A. Koehler
 Program Director T. E. Paisley
 Production Director Fred Hayward
 Publicity Director Joseph E. Dooley
 Chief Engineer Louis E. Littlejohn
 Farm Editor Howard Jones
 Consulting Engineer Chambers & Garrison

W I B G

PHILADELPHIA—1925

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Oper. By Seaboard Radio Bcstg.
 Corp.

Business-Studio Address 1425 Walnut St.
 Phone Number Rittenhouse 6-2300
 Transmitter Location Conshohocken RFD
 Air Time 5:30 a.m.-2 a.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative 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
 Technical Director John H. Henninger
 Chief Engineer George Hooper
 Consulting Engineer Paul Godley

W J M J

PHILADELPHIA—1948

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Operated By Patrick J. Stanton
 Business-Studio Address St. James Hotel
 13 & Walnut Sts.

Sell

Philadelphia

WITH

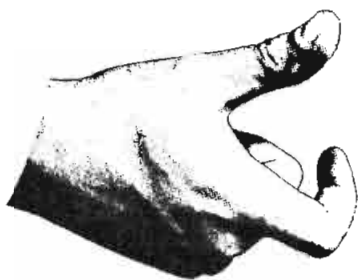
PENNSYLVANIA'S MOST POWERFUL INDEPENDENT

10,000
WATT

W I B G

SPORTS
NEWS
MUSIC

W I B G - F M S E R V E S S T O R E C A S T I N G



HEADS or TAILS?

Of course not! Buying today is done on a basis of good, sound reasoning—that's why sponsors on WIP have bought again and again to prove WIP

by creating an

*average volume increase for 7 years of **11%***

and

*a total volume increase for 10 years of **88%***

and

*a 4 year mail increase of **70%***

Why gamble when you can gambol in the green fields of profit? It's no "toss-up" that scores of smart advertisers use WIP to sell their merchandise year after year. Pocket that coin — just "flip" your directory open to our

National Representatives
EDWARD PETRY AND CO., INC.



WIP 5000 WATTS • 610 KC
PHILADELPHIA, PENNA.



. . . **PENNSYLVANIA** . . .

Phone Number.....Kingsley 5-7000
 Transmitter LocationPennsauken, N. J.
 Air TimeDaytime
 News ServiceAP
 Transcription ServiceSESAC
 RepresentativeMcGillvra, Viola
 Pres., Gen., Sta. Mgr.Patrick J. Stanton
 Commercial Manager.....Charles Stahl
 Publicity DirectorDoug Henson
 Prog. Dir., Chief Announcer..Michael Deegan
 News DirectorBob Gallagher
 Chief Engineer.....Alec Felton Iles
 Consulting EngineerKear & Kennedy

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 TimeUnlimited
 News Service.....AP, UP
 Transcription ServiceWorld
 RepresentativeEdward Petry
 MembershipNARTB
 Pres., Sta., Gen. Mgr.....Benedict Gimbel, Jr.
 V.P. & Dir. of Sales.....Gordon R. Gray
 Program Director.....Murray Arnold
 Production DirectorVarner Paulsen
 Prom. Mgr., Pub. Dir.Samuel Elber
 News DirectorSamuel Eltinger
 Technical Director.....Clifford C. Harris

WPEN

PHILADELPHIA—1929—SBN

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Oper. By.....William Penn Bcstg. Co.
 Business-Studio Address.....2212 Walnut St.
 Phone NumberLOCust 4-4383
 Transmitter Location.....Brookhaven Rd. &
 77th St.
 Air Time6 a.m.-2:30 a.m.
 News ServiceAP
 Representative.....William G. Rambeau
 President.....Albert J. Sytk
 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—1925

Frequency: 860 Kc.....Power: 250 Watts
 Owned-Oper. By.....Foulkrod Radio Engineering
 Co.
 Business-Studio Address.....4312 N. Broad St.
 Phone NumberGLadstone 5-1310
 DAVenport 4-4310
 Transmitter LocationRowlandville
 Pres., Pgm. Dir.E. Douglass Hibbs

Commercial Manager.....Henry N. Cocker
 Program Director.....E. Douglas Hibbs
 Production Director.....Alan Stewart
 Chief Engineer.....John Field
 Consulting EngineerJohn Keel

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 TimeUnlimited
 News Service.....AP, INS, UP
 Transcription ServiceThesaurus
 Representative.....Free & Peters
 P-esidentWalter Evans
 Gen., Sta. Mgr.....Joseph E. Baudino
 Commercial ManagerGeorge D. Tons
 News DirectorJack E. Swift
 Promotion Manager.....David N. Lewis
 Program ManagerRobert E. White
 P. oduction DirectorEdward P. Young
 Publicity Manager.....Lee Curran
 Chief Engineer.....Theodore C. Kenney
 Musical DirectorBernie Armstrong
 Farm EditorHomer H. Martz

KQV

PITTSBURGH—1919—MBS

Frequency: 1410 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Allegheny Bcstg. Corp.
 Bus.-Studio Address.....800 Chamber of
 Commerce Bldg.
 Phone NumberAtlantic 1-9100
 Transmitter.....Babcock Blvd., Oak Glenn Rd.
 Air TimeUnlimited
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeWeed
 President.....Charles T. Campbell
 Gen., Comm. Prom., Sta. Mgr.J. F. Murray
 Program DirectorFrank Orr
 Publicity DirectorEd Trageser
 News DirectorBill Burns
 Chief Engineer.....James J. Schultz
 Consulting Engr.Craven, Lohnes & Culver

WCAE

PITTSBURGH—1922—ABC

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By.....WCAE, Inc.
 Bus.-Studio Address.....William Penn Hotel
 Phone NumberAtlantic 1-6900
 Transmitter Location.....Baldwin Township
 Air TimeUnlimited
 News Service.....AP, INS
 Transcription ServiceWorld
 RepresentativeKatz
 MembershipNARTB
 Pres., General Manager.....Leonard Kapner

AP SELLS

For Stations and Sponsors —

For instance WFIL

"M. Z. Bierly, Goodrich tire distributor, has sponsored AP news on WFIL since 1943. New and repeat sales prove its effectiveness.

"AP newscasts are a real value for advertisers. AP needs no 'audience promotion'. In this era of world change and conflict, radio news is the listener's direct wire from headquarters."

ROGER W. CLIPP,
General Manager,
WFIL, Philadelphia

. . . **PENNSYLVANIA** . . .

Sta. Mgr., Prog. Dir. R. Clifton Daniel
 Commercial Manager Carl M. Dozer
 Prom. Mgr., Pub. Dir. Warren Dana
 Production Director John Leban
 Chief Announcer Ralph Fallert
 Musical Director Baron Elliott
 Chief Engineer James Greenwood
 Consulting Engineer A. Earl Cullum, Jr.

W J A S
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 1-4880
 Transmitter Location 1459 Crane Rd.,
 Greentree
 Air Time 7 a.m.-12:30 a.m.
 News Service Transradio, UP
 Transcription Service Lang-Worth
 Representative Hollingberry
 Pres., Gen. Mgr. H. K. Brennen
 Comm.-Sales Prom. Mgr. John H. Buchholt
 Program Director James M. Hughes
 Production Director Fred R. Davy
 Publicity Director Cal T. Mara
 News Director Henry Dabecco
 Musical Director Lee Kelton
 Chief Engineer Walter W. McCoy
 Consulting Engineer Chambers & Garrison

W P G H
PITTSBURGH—1946

Frequency: 1080 Kc. Power: 1000 Watts d.
 Owned-Operated By Pittsburgh Bcstg. Co.
 Bus.-Studio Address 220 N. Highland Ave.,
 E. Liberty
 Phone Number EMerson 1-5000
 Transmitter Location 2500 E. Lane
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth, World
 Representative McGillvra
 President George M. Harton
 General Manager Howard Lazarus

W P I T
PITTSBURGH—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Operated By WPIT, Inc.
 Bus.-Studio Address 211 Smithfield St.
 Phone Number GRant 1-0794
 Transmitter Location Mt. Troy Rd.
 Air Time Sunrise-sunset
 News Service UP
 Representative Forjoe
 President John J. Laux
 V.P., Commercial Manager Don Ioset
 Prod. Mgr., Chief Anncr. George Varnum
 Chief Engineer Mike Komichak

W W S W
PITTSBURGH—1931

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Oper. By WWSW, Inc.
 Bus.-Studio Address Sheraton Hotel
 Phone Number GRant 1-5200
 Transmitter Location Cemetery Lane,
 Ross Township
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative John Blair
 Membership NARTB, BAB
 President, Gen. Manager O. M. Schloss
 Station-Comm. Mgr. Ben W. Muros
 Sales Prom. Mgr. Harold J. Goldstein
 News Dir., Chief Anncr. Ray F. Schneider
 Musical Director Dwight Cappel
 Chief Engineer Henry R. Kaiser
 Consulting Engineer Glenn D. Gillett

W P A M
POTTSVILLE—1947—MBS
QUAKER

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Miners Bcstg. Serv., Inc.
 Bus.-Studio Address 106 S. Centre St.
 Phone Number Pottsville 5050
 Transmitter Location Lawton's Hill
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Associated
 Representative Everett-McKinney, O'Connell
 Membership NARTB, BAB
 President Joseph L. Maguire
 Gen., Sta. Mgr. Louis H. Murray
 Commercial Manager Frank L. Tamulons
 Sales Promotion Manager John Gallagher
 News Director Mort Ross
 Production Director David Wright
 Musical Director Horace Richards
 Chief Engineer Milton Seltzer
 Farm Editor Harry Pourbaugh
 Consulting Engineer George C. Davis

W P P A
POTTSVILLE—1946

Frequency: 1360 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By Pottsville Bcstg. Co.
 Bus.-Studio Address 8 So. Second St.
 Phone Number Pottsville 4744
 Transmitter Location Bull's Head
 News Service AP
 Transcription Service World
 Membership NARTB
 Owner, Gen. Mgr. A. V. Tidmore
 Commercial Manager Ralph L. Price, Jr.
 Chief Anncr., Pgm. Dir. Edward Romance
 Chief Engineer Edward Morgan

W E E U

READING—1932

ABC—QUAKER—PDN

Frequency: 850 Kc. Power: 1000 Watts
 Owned-Oper. By Reading Eagle-Times
 Operated By Hawley Bcstg. Co.
 Business-Studio Address 533 Penn St.
 Phone Number 7335
 Transmitter Township Spring Township
 Air Time 6:30 a.m.—12 M.
 News Service UP
 Transcription Service Associated
 Representative Headley-Reed
 Membership NARTB, BAB
 President Hawley Quier
 Gen., Sta. Mgr. Thomas Martin
 Commercial Manager K. Richard Creitz
 Prom. Mgr., Pub. Dir. Nan Heckman
 Farm Edit., Prod., Pgm. Dir. George Carroll
 Chief Announcer Jack Gounder
 News Director Tony Bourg
 Musical Director Harry Westcott
 Chief Engineer Harold Schearer
 Consulting Engineer Everett Dillard

W H U M

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.
 Air Time 6 a.m.—12 M.
 News Service AP
 Representative George P. Hollingbery
 Pres., Gen., Sta. Mgr. Humboldt J. Greig
 Commercial Manager Richard G. Fichthorn
 Production Director Arthur W. Heim
 Program Director Alan Lane
 News Director Johnny Deegan
 Musical Director A. Raymond Moore
 Chief Engineer Joseph McCormack
 Farm Editor Sam Black
 Consulting Engineer A. Earl Cullum, Jr.

W R A W

READING—1922—NBC-MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Reading Bcstg. Co., Inc.
 Business-Studio Address 19 N. Fifth St.
 Phone Number Reading 7173
 Transmitter Location 6th & Penn Sts.
 Air Time 6:30 a.m.—1 a.m.
 News Service UP
 Transcription Service World
 Representative Robert Meeker
 Membership NARTB
 Station Executive Clair R. McCollough
 Station Manager Raymond A. Gaul
 Natl. Sales Mgr. I. Robert Gulick
 Program Director Frank Voss
 Technical Director J. E. Mathiot

W G C B

RED LION—1950

Frequency: 1440 Kc. Power: 1000 Watts d.
 Owned-Oper. By Rev. John M. Norris
 Address Delta Rd.
 Transcription Service SESAC
 News Service UP
 President Rev. John M. Norris
 Station Manager John H. Norris
 Commercial Manager Vincent A. Freeman
 Program Director Stanley D. Deppen
 Chief Engineer M. F. McDowell
 Traffic Manager Sarah E. Kitchen

W R Y O

ROCHESTER—1948—PBS

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Oper. By Weaver Valley Radio, Inc.
 Address Trans. Loca. Rochester, Pa.
 Phone Number Roch. 4660
 Air Time Sunrise-Sunset
 News Service AP, INS, UP
 Transcription Service World, Lang-Worth
 Representative Gene Bray
 Membership NARTB
 President Michael Baker, Jr.
 Acting Comm., Prom. Mgr. Gene Bray
 Pgm., Prod. Dir. Bob Galey
 Chief Announcer Chuck Barret
 Chief Engineer Andrew Macioce

W A T S

SAYRE—1950

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Oper. By Thompson K. Cassel
 Address 110 N. Elmer Ave.
 Phone Tally 0961
 Transcription Service Thesaurus, World
 News Service UP
 President T. K. Cassel
 Sta., Comm. Mgr. Jay Handshaw
 Asst. Manager John P. Morrissey
 Program Director Bill Lawson
 Prom. Mgr., News Dir. Stan Hinden
 Chief Engineer Benjamin A. Franklin
 Farm Editor Bob Keisling

W A R M

SCRANTON—1940—ABC-QUAKER

Frequency: 590 Kc. Power: 5000 Watts d.,
 5000 Watts a.
 Owned-Oper. By Union Bdcst. Co.
 Address Bowman Bldg.
 Phone Number 4-1148
 Transmitter Location Falls Twp.
 Air Time 6 a.m.—12 M.
 News Service UP
 Representative Hollingbery Co.
 Transcription Service Thesaurus
 President Martin F. Memolo

P E N N S Y L V A N I A

General Manager William M. Dawson
 Sales Prom. Mgr., Pub. Dir. Mary Lynott
 Program Director Joseph H. Salsburg
 Chief Announcer Arthur Bolin
 Chief Engineer Adolph W. Oschmann
 Consulting Engineer Paul F. Godley Co.

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 223 Davis St.
 Air Time 6 a.m.-1:05 a.m.
 News Service AP
 Transcription Service World
 Representative John Blair
 Membership NARTB
 President Mrs. M. E. Megargee
 Vice President 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—1923

Frequency: 630 Kc. Power: 500 Watts d.

Owned-Oper. By The Scranton Times
 Address Trans. Loca. 149 Penn Ave.
 Phone Number 5151
 Air Time Sunrise-Sunset
 News Service UP, AP
 Trans. Serv. Standard, Associated, SESAC
 Representative The Bolling Co.
 Membership NARTB, BAB
 Owners ..Eliz. R. Lynett & Edward J. Lynett
 Gen. Mgr., Chief Engr. John P. McGoldrick
 Program Director Robert R. Flanagan
 P.oduction Director Jack Guinan
 Publicity Director William Pierce
 News Director William Cullen, Jr.
 Musical Director Jane O'Hara
 Farm Editor Frank Malone
 Consulting Engr. James C. McNary, Wash. D.C.

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 1520 N. Keyser Ave.
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative Walker
 President Hon. Michael J. Eagan

Gen., Sta., Comm. Mgr. Dale Robertson
 Pgm., Pub., Prod. Dir. Barry Sherman
 Chief Announcer Mike Woloson
 News Director Bob McHale
 Musical Director Joe Burke
 Chief Engineer..... Willard Shimski
 Farm Editor Jess Landenberger

W I S L

**SHAMOKIN—1948—MBS
 QUAKER**

Frequency: 1480 Kc. Power: 1000 Watts

Owned-Oper. By Radio Anthracite, Inc.
 Bus.-Studio Address....Rock & Sunbury Sts.
 Phone Number 2650
 Transmitter Location Coal Township
 Air Time 7 a.m.-M.
 News Service AP
 Transcription Service Thesaurus
 Representative Forjoe
 Membership NARTB, BAB
 President..... Henry W. Lark
 General Manager Charles R. Petrie
 Program Director..... Dick Owen
 Chief Announcer..... Jerry Kreeger
 Chief Engineer Bernard Marshall
 Farm Editor Bill Sickler
 Consulting Engineer Weldon & Carr

W P I C

SHARON—1938

Frequency: 790 Kc. Power: 1000 Watts d.

Owned-Oper. By ... Sharon Herald Bcstg. Co.
 Business Address P. O. Box 541
 Phone Number 4113
 Studio-Transmitter Location.. Pine Hollow Blvd.
 News Service UP
 Transcription Service... Associated, Capitol,
 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 Engineer..... A. C. Heck

W M A J

STATE COLLEGE—1945—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By Centre Bcstrs., Inc.
 Bus.-Studio Address P. O. Box 888
 Transmitter Location..... Ferguson Township
 News Service AP
 Transcription Service Lang-Worth, World
 Membership NARTB, BAB
 President R. J. Kennard
 General Mgr. William K. Ulerich
 Station Manager Alethea Mattern Ulerich
 Chief Anncr., Pgm. Dir. ... Milton J. Bergstein
 Commercial Manager..... Miriam Krebs
 News Director John Pfeil
 Chief Engineer..... Douglas Boman

PIONEER
IN
THE ANTHRACITE AREA

FOUNDED 1922

TOPS IN PUBLIC SERVICE

WBAX

WILKES-BARRE, PA.

MBS AFFILIATE

REPRESENTED BY BURN-SMITH CO., INC.

JOHN H. STENGER, JR., LICENSEE

WKBI

ST. MARYS—1950—QUAKER

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Elk Cameron Bcstg. Co.
 Address 41 Erie Ave.
 Phone Number 2321
 Transcription Service Capitol
 News Service AP
 Co-Partners K. E. Rennekamp,
 C. H. Simpson
 General Manager C. H. Simpson
 Commercial Manager George A. Clark
 Program Director Bert O. States, Jr.
 Promotion Manager Clyde F. Robison
 Chief Engineer Gerald O. Quint
 News Director John A. Fay

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.
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Associated
 Representative Radio Reps.
 President James H. Ottaway
 General Manager Merle C. Ostrom
 Station Manager Elton Hall
 Managing Director Francis H. Brinkley
 Program Director Joseph Webster
 Chief Engineer Ernest Transue

WKOK

SUNBURY—1933—ABC QUAKER

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Sunbury Bcstg. Corp.
 Bus.-Studio-Transmitter 1150 N. Front St.
 Phone Number Sunbury 1325-6
 News Service AP
 Transcription Service Lang-Worth
 Representative Continental Radio Sales
 Membership NARTB
 President Harry H. Haddon
 General Manager Homer R. Smith
 Commercial Manager W. Robert Trevitt
 Program Director Michael J. Kane
 Publicity Director Nelson Futch
 Chief Announcer Jerry Moore
 Chief Engineer John W. Keller

WMBS

UNIONTOWN—1937 CBS—QUAKER

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By Fayette Bdcstg. Corp.

Address F. T. & T. Bldg.
 Phone Number 8-3900, 8-3909
 Transmitter Location Burgess Field
 Air Time 7 a.m.-12:05 a.m.
 News Service UP
 Transcription Service SESAC
 Representative Meeker Asso. Inc.
 Pres., Gen. Mgr. J. C. Burwell
 Sta., Comm. Mgr. H. C. Burwell
 Sales Promotion Manager Ed Hamlyn
 Mus., Pgm. Dir., Chf. Anncr. C. H. Underwood
 Prod., Pub. Dir. Ed Hamlyn
 News Director James Gismondi (News &
 Sports Editor)
 Chief Engineer Thomas Kikta
 Farm Editor Rex Carter
 Consulting Engineer George C. Davis

WNAE

WARREN—1946—MBS

Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Oper. By N. Allegheny Bdcstg. Co.
 Address Second Avenue
 Phone Number 3032
 Transmitter Location R. D. 1 - Kinzua Rd.
 Air Time Sunrise-Sunset
 News Service AP
 Transcription Service Thesaurus
 Representative Deveny & Co.
 Membership NARTB, BAB
 Pres., Gen., Sta., Comm. Mgr., Pub. Dir. A. David Potter, Jr.
 Comm., Sales Prom. Mgr. James W. Potter
 Chief Anncr., Pgm., Prod., News, Music Dir. W. LeRoy Schneck
 Chief Engineer Homer M. Haines

WJPA

WASHINGTON—1942—MBS

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, Lang-Worth
 Representative Joseph Hershey McGillvra
 Membership NARTB
 Managing Director A. Boyd Siegel
 Commercial Mgr. Peter Stanton

WBAX

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

. . . **PENNSYLVANIA** . . .

Transcription Service Associated
 Representative Burn-Smith
 General Manager John H. Stenger, Jr.
 Station Manager August W. Grebe
 Program Director John H. Stenger, III
 Production Director Edward Kuzma
 Chief Announcer John Foster
 Chief Engineer John H. Stenger, Jr.
 Asst. Chief Engr. Milan J. Krupa
 Farm Editor Jim Hutchison

W B R E

**WILKES-BARRE—1924—NBC
 QUAKER**

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 3rd Ave.-Kingston
 Air Time 6:30 a.m.-1 a.m.
 News Service AP
 Transcription Service World
 Membership NARTB
 Pres., Gen. Mgr. Louis G. Baltimore
 Prom., Gen., Sta. Mgr. David M. Baltimore
 Commercial Mgr. A. C. Baltimore
 Program Director Franklin D. Coslett
 Musical Director Louis Savitt
 Chief Engineer Charles Sakoskie, Sr.
 Consulting Engineer Chambers & Garrison

WILK

**WILKES-BARRE—1946
 ABC-QUAKER**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Wyoming Valley Bcstg. Co.
 Bus. Studio Address 88 No. Franklin St.
 Phone Number 4-4666
 Transmitter Location Dawes Ave., Kingston
 Air Time 6:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Lang-Worth, Thesaurus
 Representative Avery Knodel
 President Dr. I. C. Morgan
 General Manager Roy E. Morgan
 Station Mgr. Thomas P. Shelburne
 Commercial Manager Harry P. Butler
 Program Director Hal Berg
 Chief Announcer Charles Whittier
 Chief Engineer Theodore French
 Consulting Engineer John Creutz

W R A K

WILLIAMSPORT—1930—NBC

Frequency: 1400 Kc. Power: 250 Watts d.
 250 Watts n.
 Owned-Oper. By WRAK, Inc.
 Address 244 West 4th St.
 Phone Number 2-6116
 Transmitter Location 1561 W. 4th St.

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.

21 YEARS of PUBLIC SERVICE

WRAK, INC.

WILLIAMSPORT, PENNSYLVANIA

. . . **PENNSYLVANIA** . . .

Air Time 6 30 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Everett McK'ney
 Membership NARTB
 President E. M. Case
 General Manager George E. Joy
 Treasurer W. Van Person
 Comm. Mgr., Music. Dir. J. Wright Mackey
 Pgm. Mgr., Chief Anncr. Leon E. Kelly
 Program Director Marian E. Antes
 Prod. Mgr., News Dir. Irving A. Berndt, Jr.
 Publicity Manager Everett W. Rubendall
 Chief Engineer Glenn L. Sherman
 Consulting Engineer Spearman-Robertson

W W P A

WILLIAMSPORT—1949—CBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By Williamsport Radio Bcstg.
 Assoc., Inc.
 Address 330 Government Pl.
 Phone Number 7119
 Transmitter So. Williamsport
 Air Time 6:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service World
 Representative Burn-Smith
 Membership NARTB, BAB
 President Harry J. W. Kiessling
 General Manager Woodrow W. Ott
 Commercial Manager J. David Fleming
 Program Director Louis C. Cate
 News Director John Archer
 Musical Director Will Moyle
 Consulting Engineer Russell May

W N O W

YORK—1948—A.B. & F.N.

Frequency: 1250 Kc....Power: 1000 Watts d.
 Owned-Operated By Helm Coal Co.
 Business-Studio Address 25 S. Duke St.
 Phone Number 8-2911-8-2952
 Transmitter Location R. D. 5
 Air Time 6 a.m.-local sunset
 News Service AP
 Transcription Service Associated
 Membership NARTB, BAB

General Manager Lowell W. Williams
 Commercial Manager John O. Border
 Sales Prom. Mgr. Murray Goldsborough
 News Director Albert Gadding
 Prog.-Prod. Dir. H. E. Daugherty
 Publicity Director Edwin L. Fay
 Chief Engineer Willis N. Weaver
 Consulting Engineer Dixie B. McKey

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.-12:30 a.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Robert Meeker
 Membership NARTB
 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—QUAKER

Frequency: 910 Kc.Power: 1000 Watts d.,
 1000 Watts n.
 Owned-Oper. By ..Susquehanna Bdctsg. Co.
 Address P. O. Box 910
 Phone Number 82676 - 81308
 Transmitter Location York, R. D. 5
 Air Time 6 a.m.-12:30 a.m.
 News Service AP
 Transcription Service World, MGM
 Representative Radio Rebs. Inc.
 Membership NARTB, BAB
 President Louis J. Appell
 General Manager Walter J. Rothensley
 Comm., Sales Prom. Mgr. Philip K. Eberly
 Program Director Otis B. Morse
 Chief Engineer Woodrow G. Eberhart
 Farm Editor Herman E. Stebbins

**WHY IS AP
 THE BEST?**

BECAUSE—**AP** has more news correspondents; more news
 bureaus, more miles of news wire than any other
 news service.

more New Englanders
listen to

WPRO

than any other
Rhode Island station

all
latest
seasonal
reports show
WPRO
first in share
of audience!

...compared* to the second-place
station, **WPRO** offers you:

152.4% MORE AUDIENCE WEEKDAY MORNINGS

73.5% MORE AUDIENCE WEEKDAY AFTERNOONS

50.2% MORE AUDIENCE EVENINGS SUN.-SAT.

**Comparison of a typical seasonal survey
(1949-1950 Winter-Spring Hooper Audience
Index for Providence - Pawtucket, R. I.)*

listeners are customers!
customers are buyers!

TO REACH THE
MOST BUYERS,

BUY BASIC...



WPRO AM
& FM
PROVIDENCE · 630 KC · 5000 W

REPRESENTED BY RAYMER

RHODE ISLAND

Population 791,896—Increase +11.0% (1940-1950)—Radio Homes 205,890
Families 208,390—Stations in State 11

WRJM

NEWPORT—1948—KBS

Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Oper. By The Aquidneck Bcstg. Corp.
Business-Studio Address 204 Thames St.
Phone Number 4673
Transmitter Location Middletown
Air Time Daytime
News Service AP
Transcription Service Associated
Representative Deveny & Co.
Membership NARTB, BAB
President Columbus O'Donnell
General Manager Warren G. Clement
Commercial Manager Gilbert M. Congdon, Jr.
Program Director Edwin Kane
News Director John Stewart
Chief Engineer Joseph Britto

WPAA

PAWTUCKET—1950

Frequency: 1380 Kc. Power: 500 Watts d.
Owned-Oper. By Roger William Bcstg. Co.
Address 32 N. Union St.
Phone Number 5-9000
Transcription Service MacGregor
News Service UP
Co-Owner, Pres., Treas. Neale D. Murphy
Co-Owner Dominic Hysko
Sta., Prom. Mgr., Pgm. Dir. Muriel T. Choquette
Chief Engineer Jim Bonney
News Director William J. Torpey

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., (8 a.m.-M. Sun.)
News Service AP, Yankee News
Transcription Service Associated
Representative Edward Petry
President William O'Neil
Gen., Sta., Comm. Mgr. Mowry Lowe
Prog.-Prod.-Pub. Dir. Donald Morton
Chief Engineer Henry Tilley

WFCL

PROVIDENCE—1941—ABC

Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By Pawtucket Bcstg. Co.
Bus.-Studio Address Sheraton-Biltmore Hotel
Phone Number PL 1-6585
Transmitter Location Lonsdale

Air Time Unlimited
News Service AP
Transcription Service Associated
Representative Avery-Knodel
Membership NARTB, BAB
Sta., Gen., Comm. Mgr. Wallace A. Walker
Program Director David Brooks
Musical Director Arthur Paquette
Chief Engineer Gilbert Johnson
Consulting Engineer Kear & Kennedy

WDEM

PROVIDENCE—1947

Frequency: 1290 Kc. Power: 500 Watts d.
Owned-Oper. By Narragansett Bay B. Co.
Address 15 Chestnut St.
Phone Number Jackson 1-6565
Trans. Loca. Bold Pt. E. Providence
Air Time Sunrise-Sunset
News Service UP
Pres., Gen. Mgr. Louis A. R. Pieri
Sta. Mgr., Pgm. Dir. Walter Neiman
Comm., Sales Prom. Mgr. Arthur Gordon
Production Director Ernest Anderson
News Director David Rosehill
Musical Director William Willse
Chief Engineer Milton Krogested

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
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

WPRO

PROVIDENCE—1924—CBS-NEMM

Frequency: 630 Kc. Power: 5000 Watts
Owned-Oper. By Cherry & Webb Bcstg. Co.
Bus.-Stud. Add. 24 Mason St. WPRO Bldg.
Phone Number Plantations 1-9776
Transmitter Location E. Providence
Air Time 6 a.m.-1:05 a.m.
News Service AP, UP
Transcription Service Thesaurus, Lang-Worth
Representative Paul H. Raymer

RHODE ISLAND — SOUTH CAROLINA

Membership NARTB, BAB
 President William S. Cherry, Jr.
 General-Comm Mgr. Arnold F. Schoen, Jr.
 Program Director John A. Owen
 Chief Engineer John V. Ferril
 Consulting Engineer McNary & Wrothall

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
 News Service AP
 Representative Weed
 Membership NARTB
 Chairman of Board. Mortimer L. Burbank
 Gen. Comm. Mgr. John J. Boyle
 Program Director. Sothern Abbott
 News Director. Ben Boyden
 Chief Engineer Thomas C. J. Prior

WRIB

PROVIDENCE—1949

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Oper. By R. I. Bcastg. 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
 Representative Forjoe
 Membership NARTB
 President Frank Rao

General Manager Nicholas Ruggieri
 Prod., Pgm. Dir., Chief Annct. Dan Rogers
 News Director Fabian Hume
 Chief Engineer Richard Buckley

WERI

WESTERLY—1949—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned Oper. By Radio Westerly, Inc.
 Address 34 Main St.
 Phone Number 2263
 Transmitter Location Margin St.
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth,
 Colton, Bannan

President Richard G. Moore
 General Manager Warren M. Greenwood
 Program Director A. W. Warren
 Chief Engineer Donald W. Siegel

WWON

WOONSOCKET—1946

CBS—YANKEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Woonsocket Bcastg. Co.
 Business-Studio Address. 99 Main St.
 Phone Number 3900-1741
 Transmitter Location. Gatchell Ave.
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service. World, Standard
 President William S. Palmer
 General Manager Buell W. Hudson
 Station Manager Mitchell F. Stanley
 Commercial Manager Eugene A. Mailloux
 Production Director Gene Rousseau
 News Directors G. O'Neill, B. Riley
 Chief Engineer Joseph Gerson

SOUTH CAROLINA

*Population 2,117,027—Increase + 11.4% (1940-1950)—Radio Homes 409,620
 Families 492,330—Stations in State 43*

WAIM

**ANDERSON—1935—CBS
 PALMETTO NET**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Wilton E. Hall
 Address-Trans. Loca. 1 Martin St.
 Phone Number 3800-1-2
 Air Time 5:30 a.m.-12:05 a.m.
 News Service INS
 Transcription Service. Associated, World
 Representative Burn-Smith, Dora Dodson
 President Wilton E. Hall
 General Manager. Glenn P. Warnock
 Prom., Comm. Mgr. G. P. Brown

Program Director Ray Barath
 News Director R. Powell
 Chief Engineer H. B. Greene
 Farm Editor Grady Newman

WANS

ANDERSON—1949

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By Carolina Bcstrs.
 Address Box 211
 News Service AP
 Pres., Gen. Mgr. J. J. Powell
 Comm. Mgr., Pgm. Dir. Alfred Robinson
 Chief Engineer Charles Mewborn

WBSC

BENNETTSVILLE—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Bennetttsville Bcstg. Co.
 Business-Studio Address 212 Broad St.
 Phone Number 780
 Transmitter Location 1½ Mi. N.W. of
 Bennettsville on Hway. No. 9
 News Service AP
 Representative Joseph Hershey McGillvra
 Gen., Comm. Mgr. Malcolm A. Young
 P-og.-Prod.-Pub.-Musical Dir. Don Bridges
 Chief Engineer John Gronert

WACA

**CAMDEN—1948—KBS
 BASEBALL NET**

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Operated By Camden Bcst. Co.
 Address Camden
 Phone Number 80
 Transmitter 4 Mi. E. of City
 Air Time 6 a.m.-Sunset
 News Service UP
 Transcription Service Standard
 Membership NARTB
 President Haygood S. Bowden
 Gen., Sta., Comm., Pgm. Mgr. Tom Richards
 Prod., Pam. Dir. Arthur Sheheen
 Chief Engineer Frank Richardson
 Chief Announcer Arthur Sheheen

WCSC

CHARLESTON—1930—CBS

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Oper. By WCSC, Inc.
 Address Franc's Marion Hotel
 Phone Number 7611
 Transmitter Location Eagles Nest
 Air Time 6 a.m.-12:05 a.m.
 News Service UP
 Transcription Service World
 Representative Fee & Peters
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. John M. Rivers
 Commercial Manager Roland Weeks
 Sales Promotion Manager Alma D. Davis
 Pam., Pub. Dir. Russell Long
 Publicity Director Alma D. Davis
 Copy Chief Doro'hea LaTorre
 News Director Robert Truere
 Musical Director Bob Tamblyn
 Chief Engr., Cons. Engr. Wilbur Albee
 Farm Editor Bob Tamblyn
 Traffic Manager Annie Laurie Quarterman

WHAN

CHARLESTON—1947—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Charleston Bcstg. Co.
 Business-Studio Address 152-B Market St.

Phone Number 3-1643
 Transmitter Location St. Andrew's Parish
 Air Time 6 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Burn-Smith
 President S. Lewis Johnson
 Gen., Sta., Comm. Mgr. W. Ben Hutto
 Pub., Pgm. Dir. Vernon M. Bushong
 News Director Dick Terfler
 Production Director Traynor Ferillo
 Mus. Dir., Farm Editor Ray Thomas
 Chief Engineer William P. Birchfield
 Consulting Engineer W. J. Holey

WPAL

CHARLESTON—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By George G. Weiss
 Business-Studio Address 149 Wentworth St.
 Phone Number 3-6428-9
 Transmitter Location Windemere
 Air Time Daytime
 News Service UP
 Transcription Service Thesaurus
 Representative Dora Dodson Pearson
 Gen., Sta. Mgr. Laurens P. Moore
 Commercial Manager Robert T. Chrystie
 Promotion Manager Walt Hanna
 Program Director Bob Austin
 Chief Announcer James Reynolds
 Publicity Director Al Dengate
 Chief Engineer Carlton E. Modlin

WTMA

CHARLESTON—1939—NBC

Frequency: 1250 Kc. Power: 5000 d.; 1000 n.
 Owned-Oper. By Atlantic Coast Bcstg. Co.
 Bus. Add. 133 Church St., P. O. Box 297
 Phone Number 2-2961
 Transmitter Location St. Andrew's Parish
 Air Time Unlimited
 News Service AP
 Transcription Service Associated
 Representative George P. Holl'nabery
 Membership NARTB, BAB
 President Edward Manigault
 Gen., Sta. Mgr. Douglas M. Bradham
 Prom., Comm. Mgr. Grange S. Cuthbert, Jr.
 Publicity Director Nina K. Parker
 Production Director Robert Yeager
 News Director Harry Gianaris
 Musical Director Edna E. Richardson
 Chief Engineer U. Gordon Knight

WUSN

CHARLESTON—1948—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Southern Bcstg. Co.
 Bus.-Studio-Trans. Address 42 Tenth St.
 Phone Number 2-2652
 News Service UP
 Air Time 6 a.m.-1 a.m.

. . . **SOUTH CAROLINA** . . .

Representative Donald Cooke
 President Louis D. Simonda, Jr.
 Gen., Sta., Comm. Mgr. J. Dayton Hastie
 Promotion Manager Ed Lesnick
 Program Director Henry Hoppe
 Chief Announcer Bill Ward
 News Director Elmo Cronk
 Chief Engineer Walter Nelson
 Consulting Engineer John Cruetz

W G C D

CHESTER—1948—MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By Craig Bdcstg. Co.
 Address 128 Main St., Press-Radio Bldg.
 Phone Number 1171 & LD995
 Transmitter Location Harris Street
 Air Time 6 a.m.-11 p.m.
 News Service AP
 President Morgan J. Craig
 Gen., Sta. Mgr. Charles A. Thoman
 Comm., Prom. Mgr. Vernon McCarthy
 News, Music., Pgm. Dir. Chief Anncr.
 Arthur Cornwall
 Prod., Pub. Dir. James Kennedy
 Chief Engineer Vernon Cameron
 Farm Editor Arthur Cornwall
 Consulting Engineer Charles A. Thoman

W C O S

COLUMBIA—1939—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Radio Columbia
 Business-Studio Address 1202 Main St.
 Phone Number 2-5601
 Trans. Location 2806 Edgewood Rd.
 Air Time 6 a.m.-12:30 a.m. (Mon-Sat.)
 News Service AP
 Transcription Service World
 Representative Taylor Co.
 President E. D. Black
 General-Station Manager James W. Hicks
 Commercial Manager Dixon Harp
 Program Director Stewart Spence
 Chief Engineer Robert D. Lambert, Jr.

W I S

COLUMBIA—1930—NBC

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By Bcstg. Co. of the South
 Business-Studio Address 1111 Bull St.
 Phone Number 3-6431
 Transmitter Location Bluff Rd.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Standard
 Representative Free & Peters
 Membership NARTB, BAB
 President B. Calhoun
 General Manager G. Richard Shafto
 Station Manager J. Dudley Saumenig

Local Sales Mgr. W. Miller Montgomery
 Prom.-Pub. Manager Steve Libby
 Program Director Frank Harden
 Prod. Dir., Chief Anncr. Mackie Quave
 Musical Director Ruth Stone
 Chief Engineer Herbert G. Eldson, Jr.
 Farm Editor Specs Munzell
 Consulting Engr. Jansky & Bailey

W M S C

COLUMBIA—1945—CBS

Frequency: 1320 Kc. Power: 1000 d., 500 n.
 Owned-Oper. By Marseco Bcstg. Corp.
 Business-Studio Address 1127 Lady St.
 Phone Number 2-8659
 Transmitter Location Lexington County
 News Service UP
 Transcription Service Lang-Worth, Associated
 Representative H-R Representatives
 Membership NARTB, BAB
 Pres., Gen. Mgr. C. Wallace Martin
 Promotion Manager Robert Ellison
 Prod., Pgm. Dir. Grenville Seibels
 Chief Engineer John C. Cosby
 Farm Editor Clair Shadwell

W N O K

COLUMBIA—1947—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Palmetto Radio Corp.
 Address P. O. Box 307
 Phone Number 2-1518
 News Service AP
 Representative ForJae
 Membership NARTB
 General Manager H. Moody McElveen

W L A T

CONWAY—1945—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Coastal Bcstg. Co.
 Business-Studio Address P. O. Box 497
 Phone Number 340
 Transmitter Location U. S. Hwy. 701, 1/4
 Mi. N.W. Center of City
 News Service AP
 Representative Joseph Hershey McGillvra
 Membership NARTB
 President, General Mgr. L. M. Hawley
 V.P., Chief Engineer H. L. Hanks
 Pub.-Musical Dir., Chief Anncr. Mike Jordan

W D S C

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, 3/4
 Mi. S. of Dillon
 Air Time Sunrise-Sunset

News Service **UP**
 Transcription Service **Thesaurus**
 Representative **Dora C. Dodson**
 Membership **NARTB, BAB**
 President **E. H. Brown**
 Gen., Sta., Sales Prom. Mgr. . . **Joseph Martin**
 Commercial Manager . . . **Adelaide C. Monroe**
 Pgm., Prod. Div. **J. E. Murif, Jr.**
 Chief Engineer **Russell Caldwell**

W J M X

FLORENCE—1947—ABC

Frequency: 970 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By **Atlantic Bcstg. Co., Inc.**
 Business Address **P. O. Box 1211**
 Phone Number **6351**
 Studio-Transmitter Location **3 Mi. N.W.**
 Florence, U. S. 52

Air Time **Sunrise-Sunset**
 News Service **AP**
 Transcription Service **World**
 Representative **Walker**
 President **Eugene E. Stone**
 Gen., Sta. Mgr. **Paul H. Benson, Jr.**
 News, Pgm. Dir. **Sam I. Latimer**
 Chief Announcer **Bob Forbes**
 Chief Engineer **Frank Jenne**
 Consulting Engineer **Craven, Lohnes & Culver**

W O L S

FLORENCE—1937—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By **Florence Bcstg. Co., Inc.**
 Business-Studio Address **151 S. Dargan St.**
 Phone Number **3271-2**
 Transmitter Location **1 Mi. NE City**
 Air Time **6 a.m.-M.**
 News Service **UP**
 Transcription Service **Lang-Worth**
 Representative **Joseph Hershey McGillvra**
 Membership **NARTB**
 Pres., Gen.-Station Mgr. **Melvin Purvis**
 Comm., Sales Prom. Mgr. **A. P. Skinner**
 Pgm., Prod., Pub. Dir., Chief Anncr. **J. Putnam**
 Chief Engineer **W. A. Pritchett**
 Consulting Engr. . . **Comm. Rad. & Equip. Co.**

W F G N

GAFFNEY—1948—KBS

Frequency: 1570 Kc. Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By **Cherokee Radio Co., Inc.**
 Address **P. O. Box 759**
 Phone Number **4795-6**
 Trans. Loca. **Leadmine Rd.**
 Air Time **Sunrise-Sunset**
 News Service **UP**
 Transcription Service **Lang-Worth**
 President **A. Ray Godshall**
 Gen., Sta., Farm Edit. **Morton E. Green**

Comm., Sales Prom. Mgr. **Velna Wilder**
 Program Director **E. Parrott**
 Prod., Pub. Dir. **V. Gertz**
 Chief Announcer, Music Dir. **Jim Brazzell**
 News Dir., Chief Engr. **Roger Clark**

W G T N

GEORGETOWN—1949—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By . . . **Georgetown Bcstg. Co.**
 Address, Trans. Loc. **216 Fraser St.**
 Phone Number **621-629**
 Air Time **6 a.m.-11:30 p.m.**
 News Service **UP**
 Transcription Service **Lang-Worth**
 President **Dr. John T. Assey, Jr.**
 Sta., Comm. Mgr. **Allen Wester**
 Continuity Director **Joe Maurice**
 Program Director **Mamie Delzell**
 Chief Engineer **Patrick J. Robinson**

W A K E

GREENVILLE—CBS-MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By . . . **Piedmont Bcstg. Co., Inc.**
 Address **400 Mayberry St.**
 Phone Number **5-6772**
 News Service **INS**
 President **V. D. Ramseur**
 General Manager **J. S. Ayers**
 Chief Engineer **H. A. Morris**
 News Director **Wayne Davis**

W E S C

GREENVILLE—1947—MBS
CBS-PALMETTO

Frequency: 660 Kc. Power: 5000 Watts
 Owned-Operated By . . . **Greenville Bcstg. Co.**
 Business-Studio Address **1 College St.**
 Phone Number **2-8241**
 Transmitter Location **Farr's Bridge Rd.**
 Air Time **Sunrise-sunset**
 News Service **AP**
 Transcription Service **Lang-Worth**
 Representative **Walker**
 President **(Mrs.) Scott Russell**
 Commercial Manager **W. C. Bachman**
 General Manager **Glenn P. Warnock**
 Program Director **Arthur H. Roberts**
 Chief Engineer **Lewis W. Elias, Jr.**

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 **2-7616-7**
 Transmitter Location **Ghantt**
 Air Time **5:30 a.m.-1 a.m.**

. . . **SOUTH CAROLINA** . . .

News Service UP
 Transcription Service Thesaurus
 Representative Avery-Knodel
 President B. H. Peace, Jr.
 General Manager B. T. Whilmire
 Commercial Mgr. R. Q. Glass, Jr.
 Sales Prom. Manager P. H. Chapman
 Program Director Newton S. Smyth
 Chief Announcer Norvin Duncan
 Publicity Director P. H. Chapman
 News Director N. P. Mitchell
 Musical Director Alice Wyman
 Chief Engineer William Garrison
 Consulting Engineer A. D. Ring & Co.

WMRC

GREENVILLE—1940—ABC

Frequency: 1440 Kc. Power: 5000 Watts
 Owned-Operated By Textile Bcstg. Co.
 Bus. Studio Address Box 1499, Prevost Bldg.
 Phone Number 3-2751
 Transmitter Location White Horse Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Weed & Co.
 Membership NARTB
 President R. A. Jolley, Sr.
 General Manager Guy Zwahlen
 Prom., Comm. Mgr. Kenneth C. Willson
 Prod., Pgm. Dir. William T. Arrington
 Chief Announcer James D. Simpson, Jr.
 News Director Claude E. Freeman
 Chief Engineer George D. Tate
 Farm Editor Paul Fisher

WMUU

GREENVILLE—1949

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By Bob Jones Univ.
 Address Bob Jones Univ.
 Phone Number 2-6711
 Transmitter Location 11 Radio Dr.
 Air Time 5 a.m.-Local Sunset
 News Service Ins
 Transcription Service SESAC, Associated
 Membership NARTB, BAB
 President Dr. Bob Jones, Jr.
 General Manager R. K. Johnson
 Sta. Mgr., Pgm., Prod. Dir. Jim Ryerson
 Commercial Manager Lamont Haynes
 Sales Promotion Manager Marvin Steffins
 Publicity Director Laura Pratt
 Chief Announcer Velma Eubanks
 News Director Kenneth Ouellette
 Musical Director Barbara Boyd
 Chief Engineer Don Smith
 Farm Editor Jack Buttram

WCRS

GREENWOOD—1941—NBC

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By Grecco, Inc.
 Phone Number 4300, 3971
 Studio-Transmitter Location Willson St.
 Air Time 5:30 a.m.-11:30 p.m.
 News Service AP
 Transcription Service Standard
 President Douglas Featherstone
 General Manager Dan Cross'and
 Commercial Manager Ralph Norman
 Program Director Randy Davidson
 Chief Engineer Charlie Sparks
 Consulting Engineer McNary & Wrathall

WEAB

GREER—1949

Frequency: 800 Kc. Power: 250 Watts d.
 Owned-Oper. By Greer Bcstg. Co.
 Address P. O. Box 151
 Phone Number 1057
 Air Time Daylight
 News Service UP
 Transcription Service Lang-Worth
 Partner W. R. Frier
 Partner, Gen. Mgr. E. A. Burch
 Program Director Vernon Fox
 Chief Engineer Perry Clinton Childers

WHSC

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 6:55 a.m.-11:15 p.m.
 News Service AP
 Representative McGillvra
 Transcription Service Capitol
 President Charles H. Campbell
 Gen. Sta. Mgr., Prod. Dir. Raymond Caddell
 Commercial Manager Gerald Quick
 Program Director Leo Williams
 Publicity Director Frances Bass Tyner
 Chief Engineer Donald A. Brienon
 Musical Director David Rogers
 Farm Editor Ernest Stokes

WDKD

KINGSTREE—1949

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Operated By Palmetto Bcstg. Co.
 Address Kingstree
 Phone Number 6761
 Transmitter Location Hwy. 52
 News Service AP
 Transcription Service Lang-Worth
 Membership NARTB, BAB
 Partners M. L. Few, E. G. Robinson, Jr.
 General Manager John L. McWhorter
 Chief Engineer Thomas B. Williams, Jr.

WLBG

LAURENS—1948—KBS-LBS

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 James C. Todd
 General Manager John F. Arrington
 Program Director Len Ledford
 Promotion Manager Colleen Willard
 Secy.-Treas. Richard Todd
 News Director Jack Taylor
 Chief Engineer Clyde J. McClure

WJAY

MULLINS—1949

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Mullins & Marion Bldg. Co.
 Phone Number 390 (Marion, 3901 (Mullins)
 Transmitter Location Highway 76 bet. Mullins
 and Marion

Air Time 5 a.m. to local sunset
 News Service UP
 Transcription Service Langworth
 Membership NARTB, BAB
 Owners W. L. Harrelson,
 B. G. Smith

President W. G. Smith
 Gen. Comm. Mgr. Robert B. Marshall
 Station Manager Forrest Ramsey
 Prog. Dir., Chf. Ann. Robert A. Allen
 Musical Director George Magera
 Chief Engineer George Magera
 Consulting Engr. Robert Lambert

WMRA

MYRTLE BEACH—1948—KBS

Frequency: 1450 Kc. Power: 250 Watts d., n.
 Owned-Oper. By (Mrs.) Elizabeth Evans
 Address Ocean Forest Hotel
 Phone Number 137
 Transmitter Location 28th & Oak
 Air Time Unlimited

News Service AP
 Transcr. Service Lang-Worth Library
 Pres., Gen. Mgr., Prog. Dir. Elizabeth Evans
 Sta., Comm. Mgr., Chf. Eng. W. D. Sneed
 Ch. Ann., News Dir. Jack Eichman
 Farm Editor John McNamee
 Consulting Engineer John Keel

WKDK

NEWBERRY—1946—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Newberry Bcstg. Co., Inc.

Address, Trans. 11 Radio Dr., Box 211
 Phone Number 143
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World
 President John F. Clarkson
 Gen., Sta., Comm. Mgr. James F. Coggins
 Pgm., Publ. Dir. Marcia Coggins
 Chief Engineer Ray Gilliam
 Prom. Mgr., Chf. Ann., News Dir.,
 Farm Editor Charles E. Bowers

WRNO

ORANGEBURG—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WRNO, Inc.
 Bus. Addr.-Trans. Loc. Whitman St. Ext.
 Phone Number 1420-P
 Air Time 5:58 a.m.-12:01 p.m.
 News Service AP
 Transcriptoin Service Capitol
 President Charles S. Henery
 Gen., Sta., Mgr. Frank B. Best, Jr.
 Commercial Mgr. Norman M. Mathews
 Program Director James N. Armistead, Jr.
 Chief Announcer W. Hampton Smith
 News Director Jem Newbury
 Chief Engineer Gus Browning
 Farm Editor Glenn French

WTND

ORANGEBURG—1948—LBS

PALMETTO

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By Sims Publishing Co.
 Phone Number 1600
 Transmitter Location 1 Mi. N.W. City
 Air Time Daytime
 News Service UP
 Transcription Service World, Associated
 Representative Thos. F. Clark
 Membership NARTB
 Gen., Sta., Comm. Mgr., Pres. J. I. Sims
 Program Director Richard R. Rhame
 Publicity Director Ella Rogers
 Chief Engineer Larry W. Styles

WRHI

ROCK HILL—1944—MBS-KBS

FM, TV Affiliation WRHI-FM
 Frequency: 1340 Kc. Power: 250 Watts d., n.
 Owned-Oper. By York Co. Brdgc. Co.
 Address Rock Hill Nat. Bk. Bldg.
 Phone No. 2085, 2077 (Studio); 5767 (Trans.)
 Transmitter Location E. Black St. Ext.
 News Service AP
 Transcription Service World
 Membership NARTB
 Gen. Mgr., Chf. Eng. James S. Beaty, Jr.
 Sta. Mgr., Prog., Prod. Dir. Wm. C. Beaty
 Prom., Comm. Mgr., Pub. Dir. Harper S. Gault

W T Y C

ROCK HILL—1948—LBS

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By Tri-County Bcstg. Co.
 Bus.-Studio Address Robert Marshall Hotel
 Phone Number 3175
 Transmitter Hwuy. 21 near Charlotte Hway.
 Air Time 7 a.m.-Sunset
 Transcription Service Lang-Worth
 Representative Continental Radio Sales
 Membership NARTB
 President W. G. Reid
 Gen. Comm. Mgr. G. P. Cobb
 Chf. Ann. Prog. Dir. Edgar Talbert
 Chief Engineer Tom L. Byrd

W S N W

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. Mgr. J. A. Gallimore
 Treasurer Virginia F. Gallimore

W O R D

SPARTANBURG—1940—ABC—LBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By The Spartan Radiocstg. Co.
 Business-Studio Address 291 E. Main St.
 Phone Number 3-2711
 Transmitter Location Vanderbilt Rd.
 Air Time 5:30 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Thesaurus
 Representative Hollingberry
 Membership NARTB
 President Walter J. Brown
 General Manager John W. Kirkpatrick
 Sales Manager John C. Carrington
 Program Director Sterling W. Wright
 News Director Alan R. Willis
 Chief Engineer Clyde J. Burdette
 Consulting Engr. A. D. Ring

W S P A

SPARTANBURG—1929—CBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By Bcsting. Co. of the So.
 Business-Studio Address 224 E. Main St.
 Phone Number 33621
 Transmitter Location Route 7
 News Service UP
 Air Time 19 hrs., 5 min.
 Transcription Service Standard
 Representative John Blair
 Membership NARTB. BAB
 President Francis Hipp
 General Manager G. Richard Shafto

Station Manager Roger A. Shaffer
 Commercial Manager Guy Vaughan, Jr.
 Program Director Ed McGrath
 Chief Announcer Grover Golightly
 Chief Engineer H. R. Beckholt
 Farm Editor Cliff Gray
 Consulting Engrs. Tansky & Bailey

W F I G

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
 General Manager T. Doug Youngblood
 Commercial Mgr. William H. Moore, Jr.
 Sales Prom. Mgr. Charles Ballard
 Program Director Paul Reidy
 News Director John Sherman
 Publicity Director Robert Raymond
 Chief Engineer James L. Williams
 Farm Editor T. O. Bowen

W B C U

UNION—1946—MBS

Frequency: 1460 Kc. Power: 1000 Watts d.. n.
 Owned-Oper. By Union-Carolina Brcstg. Co.
 Address 210 East Main St.
 Phone Number 1200
 Transmitter Location Buffalo Rd.
 Air Time 6:00 a.m. to 12:00 M.
 Transcription Service Capitol
 Station Repr. Palmetto Network
 President E. H. Hughes
 Gen., Sta. Mgr., Mus. Dir. Milton D. Scarboro
 Comm., Sales Prom. Mgr. Leonard Magrider
 Prog., Prod. Dir. Marilyn F. Scruggs
 Publicity Director Mary A. Scarboro
 Chief Announcer C. P. Stribling
 News Dir., Farm Edit. J. B. Clements
 Chief Engineer T. W. Weathers
 Consulting Engineer Joseph H. Chambers

W A L D

WALTERBORO—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Walterboro Bcstg. Co.
 Transmitter Address Ft. Benson St.
 Studio-Address Box 12
 Phone Number 3861
 Air Time 6 a.m.-12 M.
 News Service AP
 President R. M. Je³/₄eries
 Comm., Gen., Sta. Mgr. David E. Bigley
 Program Director Wilma W. Bigley
 News Dir., Farm Editor Mel W. Strasser
 Chief Engineer Don Shannon

SOUTH DAKOTA

Population 652,740—Increase +1.5% (1940-1950)—Radio Homes 160,340
Families 167,370—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
Phone Number 4953
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service World
Representative Weed
President. Henry J. Schmitt
Sta., Gen. Manager. Byron McElligott
Commercial Manager. Russa Osborne
Program Director. E. C. Pieplow
Chief Engineer. George Crocker
Consulting Engr. Dick Doyle

KDSJ

DEADWOOD—1947—KBS-LBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By. Heart of the Black Hills Sta.
Address P. O. Box 462
Phone Number 186
Representative Clark
Transcription Service World
News Service UP
Partners. John Daniels,
Eli Daniels, Harry Daniels
Gen. Mgr., Chief Engr. Eli Daniels
Production Director. Jim Tyne
News Director. Mel Rochester

KIJV

HURON—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. James Valley Bcstg. Co., Inc.
Bus.-Studio Address 32 Second St. S.E.
Phone Number 765
Transmitter Location. 18th St. & Idaho
Air Time 6 a.m.-12 M.
News Service UP
Representative Lawson
Transcription Service Thesaurus
Membership NARTB, BAB
President, General Mgr. Max F. Staley
Commercial Manager Dwight Coursey
Program Director Dale Larson
Chief Announcer Derwin Bird
News Director William E. McGivern
Chief Engineer. Roland H. Marty

KORN

**MITCHELL—1947—MBS
GOLDEN PHEASANT**

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By. Michell Bcstg. Assn.
Bus.-Studio Address 217-219 N. Main
Phone Number 621
Transmitter Location ½ Mi. E. of city on
Hwy. U. S. 16
Air Time 6 a.m.-M.
News Service UP
Transcription Service Lang-Worth
Membership NARTB
General-Station Mgr. Raymond V. Eppel
Comm., Sales Prom. Mgr. B. Harland Ohde
Program Director Raymond Eppel
News Director. Robert Wood
Chief Announcer Edward Welch
Chief Engineer. R. B. Brodie

KGF X

PIERRE—1916—KBS

Frequency: 630 Kc. Power: 200 Watts d.
Owned-Oper. By. Estate of Dana McNeil
Bus.-Studio-Transmitter Address 203 W.
Summit Ave.
Air Time 9:30 a.m.-Sunset
Phone Number 2351
Air Time 9:30 a.m.-sunset
News Service UP
Representative Continental
President Ida A. McNeil
Chief Engineer. 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
Air Time 6 a.m.-M.
News Service UP
Representative Headley-Reed
Transcription Service. Standard, Associated,
Capitol, World
Membership NARTB, BMB
Pres., Gen. Mgr. Robert J. Dean
Commercial Manager. Stan Lieberman
Program Director. Abner H. George
Promotion Manager. Ellen Crilly
Sales Manager. Stanley Lieberman
Chief Announcer. Harlan Horton
Chief Engineer. A. E. Griffiths
Farm Editor. Ed Denslow

KELO

SIOUX FALLS—1937—NBC

Frequency: 1320 Kc. Power: 5000 Watts

. . . **SOUTH DAKOTA** . . .

Owned-Oper. By Midcontinent Bcstg. Co.
 Bus. Studio Address . . . Kelo Bldg., Phillips at
 Eighth
 Phone Number 4-5841
 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 NARTB, BAB
 President, Gen.-Sta. Mgr. S. Fantle, Jr.
 Commercial Manager Evans Nord
 Sales Prom. Mgr., Pub. Dir. Darlene Nesby
 Pgm., Prod. Dir. Jack Douglas
 News Dir., Chf. Ann. Dean Montgomery
 Musical Director Forrest Elliot
 Chief Engineer Lester Froke
 Farm Editor Les Harding
 Consulting Engr. Andy Ring & Co.

K I H O

SIoux FALLS—1948—MBS

Frequency: 1270 Kc. Power: 1000 Watts d. n.
 Owned-Oper. By Big Sioux Brcstg. Co., Inc.
 Address 218 South Main Ave.
 Phone Number 4-7736
 Transm. Location 5 miles s.w. of City
 Air Time 6:00 a.m. to 12:00 M.
 News Service: UP Radio & News Wire
 Transcription Service World
 Station Representative Paul H. Raymer Co.
 Membership NARTB
 President Dr. John D. Conner
 General Manager David J. Kempkes
 Commercial Manager Richard C. Morenus
 Program Director Fred W. Schweikher
 Chief Announcer Wayne Pritchard
 News Director Paul Fredricks
 Chief Engineer David J. Kempkes
 Consulting Engineer Frank H. McIntosh

K I S D

SIoux FALLS—1948—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By KISD, Inc.
 Bus. Studio Address 311 S. Phillips Ave.
 Phone Number 4-5571
 Transmitter Location W. 12th St.
 Air Time 6:45 a.m.-M.
 News Service AP
 Representative Cooke
 Transcription Service Lang-Worth
 President H. R. Alton
 Gen. Mgr., Prog. Dir. Verl Thomson
 Commercial Manager William Hardt
 Promotion Manager Helen Ruble
 Chief Announcer Bill Johnson
 Musical Director Pat Patrick
 Chief Engineer Bob Gloe

K S O O

SIoux FALLS—1927

Frequency: 1140 Kc. Power: 5000 Watts d.
 Owned-Oper. By Sioux Falls Bcstg. Asso., Inc.
 Address 317½ S. Phillips Ave.
 Phone Number 4-7545
 Transm. Location W. 12th St., Sioux Falls
 Air Time local, sunrise to sunset only
 News Service AP
 Transcr. Service RCA, Thesaurus, Standard
 Station Representative Avery-Knodel, Inc.
 Membership NARTB, BAB
 President Morton Henkin
 General Manager George R. Hahn
 Station Manager George "Bill" Robn
 Commercial Manager Rollie R. Williams
 Sales Promotion Manager Ray Krohn
 Program Director Ray Lottesness
 Production Director Murray Stewart
 News Director Orrin Melton
 Musical Director Bob Helgeson
 Chief Engineer Max Pierce
 Farm Editor E. C. "Red" Stangland
 Consulting Engineer George C. Davis

K W A T

WATERTOWN—1926—KBS

Frequency: 950 Kc. Power: 1000 Watts
 Owned-Oper. By Midland Natl. Life Ins. Co.
 Address Watertown
 Phone Number 777
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcr. Service SESAC, World, Standard
 Representative Orville Lawson, Walker
 Membership NARTB
 President John Ernstrom
 General Manager Thomas L. Young
 Commercial Manager Morris Wisott
 Sales Prom. Mgr. Ross E. Case
 Program Director Doug Marlow
 Production Director Dory Marks
 Publicity Dir. Bob Keller (N. Y.)
 Chief Announcer Bob Carroll
 News Director Dan Anderson
 Musical Director Mildred Swenson
 Chief Engineer Francis Alwin
 Farm Editor Bob Robinson
 Consulting Engr. Commercial Radio

**WHY IS AP
 THE BEST?**

BECAUSE—**AP** members, the great-
 est body of news collectors
 in the world today, provide
 their news to their AP.

SOUTH DAKOTA—TENNESSEE

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: 5 mi. E. of Yankton
Air Time: 5:30 a.m.-M.
News Service: AP, UP
Transcription Service: Standard

Representative: Katz
Membership: NARTB
General Manager: Robert R. Tinch
Commercial Manager: Donald D. Sullivan
Promotion Mgr.: Richard T. Harris
Program Director: Herb Howard
News Director: Arthur J. Smith
Musical Director: Rex Hays
Chief Engineer: Clifton M. Todd
Farm Editor: Chris Mack
Consulting Engr.: Craven, Lohnes & Culver

TENNESSEE

Population 3,291,718—Increase +14.5% (1940-1950)—Radio Homes 697,690
Families 802,860—Stations in State 52

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: Buell J. Charles
Program Director: Roy Carr
Commercial Manager: Max Robinette
News Dir.: Jack Dalton
Chief Engineer: J. W. Turner
Consulting Engr.: Claude Gray

Address: Hotel Patten
Phone Number: 7-1128
Transmitter Location: Rossville Blvd.
Air Time: 5:55 a.m. to 11 p.m.
News Service: AP
Transcription Service: Langworth
Station Repr.: Rambeau
General Manager: Vann Campbell
Commercial Manager: H. D. Parker
Trac Director: Vivian Russell
Chief Announcer: Harry Thornton
News Director: Roy Morris
Musical Director: Chris Conrad
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: NARTB, BAB
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

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Radiophone Bcstg. Station,
WOPI, Inc.
Business-Studio Address: 310 State St.
Phone Number: South 3730
Transmitter Location: Old Abingdon Pike
Air Time: 6 a.m.-12:05 a.m.
News Service: AP
Transcription Service: Lang-Worth, Capitol
Representative: Burn-Smith
Membership: BAB
President, General Mgr.: W. A. Wilson
Comm. Mgr.: James C. Wilson
Sales Prom. Mgr.: Sam Davis
Prod., Musical Dir.: Mike Cady
Chief Ann., Farm Editor: Harry Moreland
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: Tenn. Valley Bcstg. Co.

T E N N E S S E E

Transcription Service Capitol
 Representative Branham
 President Joe W. Engel
 Gen., Sta., Comm. Mgr. Ken Flenniken
 Program Director Morrie Quave
 News Dir. Warren Herring
 Chief Announcer Luther Masengill
 Chief Engineer B. C. Baker
 Consulting Engr. Russell P. May

W D O D

CHATTANOOGA—1925—CBS

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Oper. By WDO D Bcstg. Corp.
 Address Hamilton Natl. Bank Bldg.
 Phone Number 8-5117
 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
 Prom. Mgr., Pub. Dir. Bill Wilson
 Program Director Charley Gullickson
 Production Director Gene Carr
 Chief Announcer Bob Bosworth
 Musical Librarian George Barnard
 Chief Engineer W. Roy Owens
 Farm Editor Gaylord McPherson

W D X B

CHATTANOOGA—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By WDXB, Inc.
 Address 539 Vine St.
 Phone Number 6-1114
 Representative Forjoe
 Transcription Service SESAC
 News Service AP
 President John Bloom
 V.P., Prom. Mgr. David E. Cohen
 Gen., Comm. Mgr., Pgm. Dir. Charles W. Trippe
 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
 Membership NARTB, BAB
 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 Hwy.
 Air Time 6:00 a.m.-10:30 p.m.
 News Service UP
 Gen. Mgr. R. W. Rounsaville
 Comptroller S. A. Wade
 Station Manager Thad F. Fitch
 Program Director Harry Sullivan
 Chief Engineer William D. Stuart
 Technical Director H. D. Price

W K R M

COLUMBIA—1946—MBS-KBS-TVA

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 5 a.m.-M.
 News Service UP
 Transcription Service Capitol
 Representative TVA Network
 Membership NARTB, BAB
 Pres., Gen.-Sta.-Comm. Mgr. R. M. McKay, Jr.
 Sales Prom. Mgr. Mel Dugger
 Pgm., Prod. Dir. Al Knott
 Publicity Director Jim Keiran
 Chief Announcer Wally Beecham
 News Dir., Farm Ed. Bill Frasehr
 Chief Engineer Revis Hobbs
 Consultng Engr. Ring & Co.

W H U B

COOKEVILLE—1940—CBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By WHUB, Inc.
 Bus.-Studio Address 315 E. Spring St.
 Phone Number 789
 Transmitter Location 807 Hickory St.
 Air Time 6 a.m.-11:05 p.m.
 News Service UP
 Representative Continental Radio Sales
 Membership NARTB, BAB
 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.
 Address Box 58
 Phone Number 77

T E N N E S S E E

Air Time.....6 a.m.-11 p.m.
 News ServiceAP
 President.....Russel M. D. Bruce
 General Manager.....Frank Armstrong
 Commercial Manager.....Raymond Rush
 Pub., Prgm. Director.....Robert Ward
 Chief Engineer.....C. W. Morrow

W B E J

ELIZABETHTON—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Elizabethton Bcstg. Co.
 Business-Studio Address.....Elk Ave.
 Phone Number.....2-1241
 Transmitter Location.....State Line Rd.
 News ServiceUP
 Senior Partner & Mgr.....R. W. Rounsaville
 Station Manager.....Frazier Cochrane
 Comptroller.....S. A. Wade
 Commercial Mgr.....James Cox
 Program Director.....Fred Lockett
 Production Dir.....Ruth Ritchie
 Chief Engineer.....Martin Condon Bowers, Jr.
 Technical Director.....H. G. Price

W E K R

FAYETTEVILLE—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Fayetteville Bcstg. Co.
 Business-Studio Address.....Box 625
 Phone Number.....1240
 Transmitter.....1 Mi. W. of City, Hiway 64
 News ServiceUP
 Pres., Gen. Mgr.....John R. Crowder
 Sta. Mgr.....Jim Tate
 Comm. Mgr.....Teddy Barnes
 Chf. Ann. & Pgrm. Dir.....Glen Slayton
 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
 Transmitter Location.....Portland Highway
 News ServiceUP
 Transcription Service.....Capitol
 Membership.....NARTB
 President.....A. B. Perkins
 Gen. Manager.....R. C. Wood
 Sta., Comm. Mgr.....W. E. Stamps
 Prgm., Mus. Director.....Weston Britt
 Chief Engineer.....Eugene B. Moore

W G R V

GREENEVILLE—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Greeneville, Inc.
 Address.....Radio Center, Depor St.

Phone Number.....797
 Air Time.....Unlimited
 News ServiceUP
 Pres., Gen. Mgr.....Paul Metcalfe
 Commercial Manager.....Hugh Pickel
 Program Director.....Tom Lyons
 Chief Engineer.....Loile Hampton

W H B T

HARRIMAN—1947—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....The Harriman Bcstg. Co.,
 Inc.
 Bus-Studio Address.....Crescent & Devonia
 Phone Number.....850
 Transmitter Location.....Margrave St.
 Air Time.....6 a.m.-11:15 p.m.
 News ServiceUP
 Transcription Service.....SESAC
 Representative.....Continental
 Membership.....NARTB
 Owner, Gen. Mgr.....F. L. Crowder
 Commercial Manager.....Walter Scarbrough
 Program Director.....John Fielder
 Promotion Manager.....Carl Williams
 Chief Engineer.....Kenneth Hargis

W I R J

**HUMBOLDT—1949—MID-SOUTH
 KBS**

Frequency: 740 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Gibson Co. Bcstg. Co., Inc.
 Address.....210 N. 22nd Ave.
 Phone Number.....740
 Membership.....NAB
 Air Time.....Daytime
 News ServiceUP
 Transcription Service.....Lang-Worth
 President.....J. F. Warmath
 Commercial Manager.....Thomas S. Armistead
 General Manager.....Howard E. Byrum
 Chief Engineer.....Charles Brown

W D X I

JACKSON—1948—MBS—KBS

Frequency: 1310 Kc.....Power: 5000 Watts d.,
 1000 n.
 Owned-Operated By.....Dixie Bcstg. Co.
 Business-Studio Address.....Williams Bldg.
 Phone Number.....7-9611
 Transmitter Location.....3 Mi. N. Hiway 45
 Air Time.....Unlimited
 News ServiceUP
 Transcription Service.....Capitol
 Representative.....Burn-Smith
 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

. . . **T E N N E S S E E** . . .

Chief Announcer Frank Melton
 News Director Jay Black
 Chief Engineer James S. Thomas
 Farm Editor Tom J. Williams
 Consulting Engr. Kear & Kennedy

W P L I

JACKSON—1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By George Arthur Smith
 Address First Natl. Bank Bldg.
 Transmitter Location Old Bolivar Road
 Phone Number 7-8541
 Air Time Unlimited
 News Service UP
 Transcription Service Associated. Lang-Worth
 Representative McGillvra
 President George Arthur Smith
 General Manager Ken Crosthwait
 Asst. Mgr. Bill Mutell
 Comm. Sales Prom. Mgr. Herb Langston
 Pgm., Prod. Dir. Charles McMillan
 Ch. Ann., News Dir. Bill Mutell
 Chief Engineer David Bruce Jordan
 Farm Editor Bob Aycock
 Consulting Engineer Gillette

W T J S

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 Hwy.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Branham
 Membership NARTB, BAB
 Exec. V.-P. Harris Brown
 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
 Consulting Engr. George Davis

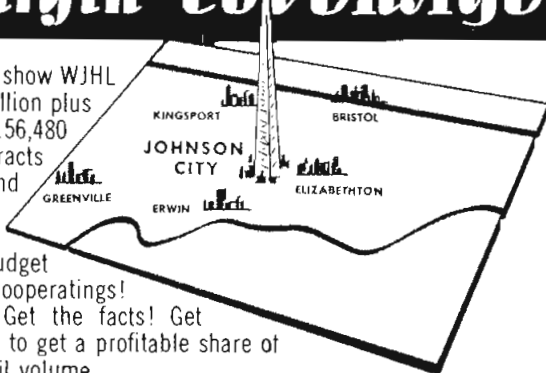
W J H L

JOHNSON CITY—1938—ABC

Frequency: 910 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By WJHL, Inc.
 Business-Studio Address 145 W. Main St.
 Phone Number 2780
 Transmitter Bristol-Kingsport Hwy.
 Air Time 6 a.m.-M.
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 Membership NARTB, BAB
 Pres., Gen. Mgr. W. H. Lancaster
 Sales Prom. Mgr., Pub. Dir. Ken Matthews
 Pgm., Prod., Musical Dir. Bill Snitger
 Chief Announcer Ed Cowell
 Chief Engineer O. K. Garland
 Farm Editor Raymond Rosson

Profit-Margin **COVERAGE**

Ask for new BMB figures that show WJHL domination in reaching the million plus people in the WJHL area—156,480 radio families. And WJHL attracts 90-95% in Johnson City and vicinity. This coverage is the extra margin that pays bigger profits—makes your budget successful! WJHL leads in Hooperatings! Leads in BMB summaries! Get the facts! Get WJHL's audience! You're sure to get a profitable share of the \$264,258,000 annual retail volume.



WJHL

910 KC 5000 WATTS ABC

FULL TIME REGIONAL COVERAGE

"BONUS: WJHL-FM, 100.7 meg., full time."

JOHNSON CITY, TENNESSEE

National Representative:
JOHN E. PEARSON COMPANY

W E T B

JOHNSON CITY—1947—LIBERTY

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned-Oper. By. E. Tennessee Bcstg. Co.
 Business Address. Press Bldg.
 Phone Number. 2993
 Studio-Transmitter Locaiton. Asheville Hiway
 Air Time. Sunrise-sunset
 News Service. AP
 Representative. McGillvra
 Transcription Service. World
 Membership. NARTB, BAB
 President. Carl A. Jones, Jr.
 Station Manager. Cliff Goodman
 Adv. Mgr. Bud Kelsey
 Program Director. Berney Burselson
 Chief Ann., News Dir. Ray Moore
 Chief Engineer. E. B. Jones
 Farm Editor. Raymond Rosson

W K P T

KINGSPORT—1940—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Kingsport Bcstg. Co., Inc.
 Business-Studio Address. 222 Commerce St.
 Phone Number. 2870
 News Service. AP
 Transcription Service. Standard, World
 Representative. Donald Cooke
 President. C. P. Edwards, Jr.
 General Manager. A. F. Martin
 Commercial Mgr. Phil Weaver
 Prom. Mgr., News, Pgm. Dir. Paul Overbay
 Chief Engineer. Thomas Phillips

W B I R

KNOXVILLE—1941—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Radio Station WBIR, Inc.
 Business-Studio Address. 618 S. Gay St.
 Phone Number. 4-3321
 Transmitter Location. Painter & Concord Sts.
 Air Time. 5:30 a.m.-M.
 News Service. UP
 Transcription Service. NBC Thesaurus
 Representative. Bolling
 Membership. NARTB, BAB
 President. Gilmore N. Nunn
 Gen.-Sta.-Sales Prom. Mgr. John P. Hart
 Commercial Manager. James A. Dick
 Musical Director. W. R. Johnston, Jr.
 Chief Engineer. J. Rex Horton

W I B K

KNOXVILLE—1947—KBS

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Independent Bcstg. Co., Inc.
 Business-Studio Address. 406 W. Church St.
 Phone Number. 4-9866
 Transmitter Location. Rouse Hill

Air Time. Sunrise-sunset
 News Service. AP
 Representative. Donald Cooke
 Membership. NARTB
 Pres., Gen. Mgr. Marvin I. Thompson
 Commercial Manager. William E. Lane
 Program Director. Walter Martin
 Promotion Manager. Margaret Covington
 Chief Engineer. John D. Caylor
 News Director. George Gilbert
 Farm Editor. Bob Johnson

W K G N

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. Forjoe
 Membership. NARTB
 Pres., Gen. Sta. Mgr. Clarence Beaman
 Comm., Sales Prom. Mgr. C. R. "Dick" Watts
 Pgm., Prod. Dir., Chief Anncr. Tony Barrett
 Sports Director. Bill Sorrell
 Chief Engineer. Milton L. Jones

W N O X

KNOXVILLE—1921—CBS

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Oper. By. Scripps-Howard Radio, Inc.
 Business-Studio Address. 110-112 S. Gay St.
 Phone Number. 3-3171
 Transmitter Location. Anderson Rd. nr. Beverly
 Air Time. Unlimited
 News Service. UP
 Transcription Service. Standard
 Representative. Bramham
 President. Jack R. Howard
 Gen.-Station Mgr. R. B. Westergaard
 Comm.-Sales Prom. Mgr. O. L. Smith
 Program-Production Dir. C. A. McMahon
 Publicity Director. Para Lee Brock
 Chief Announcer. Lowell Blanchard
 Musical Director. Jerry Collins
 Chief Engineer. Ray Evans
 Music Dir., Farm Ed. Cliff Allen

W R O L

KNOXVILLE—1927—NBC-LIBERTY

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By. Mountcastle Bcstg. Co.
 Business-Studio Address. 531 S. Gay St.
 Phone Number. 2-7111
 Transmitter Location. Holston Hills
 Air Time. 5 a.m.-1 a.m.
 News Service. UP

T E N N E S S E E

Transcription Service World
Representative Avery-Knodel, Cummings
President Paul Mountcastle, Sr.
Gen., Comm. Mgr. W. H. Linebaugh
Pgm., Prod. Pub. Dir. J. H. Reese
Chief Announcer Allen Stout
Musical Director Harry Nides
Chief Engineer Fred Andrews

W C O R

LEBANON—1949

Frequency: 900 Kc. Power: 250 Watts d.
Owned-Operated By ... Lebanon Bcstg. Co., Inc.
Address 106 Cumberland St.
Phone Number 1540
News Service UP
Transcription Service Standard
Pres., Gen. Mgr. Warren G. Gilpin
Asst. Mgr., Pgm. Dir. Bill Barry
Production Director Sterling Brewer
Publicity Director Marion Simpson
Chief Announcer Bob Allen
News Director Herman Eskew
Musical Director Burton Wilson
Chief Engineer Warren Gilpin
Farm Editor Jim Ward

W L I L

LENOIR CITY—1950

Frequency: 730 Kc. Power: 500 Watts d.
Owner Arthur Wilkerson Lumber Co.
Address Bway at Grand
Phone Number 402
Transcription Service Capitol, SESAC
News Service UP
Owner, Gen. Mgr. Arthur Wilkerson
Commercial Manager R. R. Tinnel
News Director Bob Hutsell
Pgm., Prom. Mgr. Bob Dickson
Chief Engineer Edward Seward
Farm Editor Bob Brown

W J J M

LEWISBURG—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By ... Estate of James J. Murray
Address East Hill
Phone Number 780
Representative Continental
News Service UP
Membership NARTB
General Manager Louis D. Lingner
Chief Engineer J. E. Sowell

W G A P

MARYVILLE—1947—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned By Aluminum Cities Bcstg. Co.

Address 503 Blount Natl. Bank Bldg.
Phone Number 2490-1
Transmitter Location Louisville Pike
Membership NARTB
Air Time 5 a.m.-11 p.m.
News Service AP
Transcription Service Lang-Worth
Co-owners F. H. Corbett, H. C. Weaver
Gen. Mgr. F. H. Corbett
Progr. Dir. Joe Wheeler
Chief Engineer Curtis Lamarr

W M M T

McMINNVILLE—1947—MBS

KEYSTONE—TVB

Frequency: 1230 Kc. Power: 250 Watts d., n.
Owned-Oper. By ... McMinnville Brdg. Co., Inc.
Address P. O. Box 409
Phone Number 401
Transmitter Location North Chancery St.
Air Time 6:00 a.m. to 11:15 p.m.
News Service UP
Transcription Service World
President Dr. Sam J. Albritton
General Manager Royce E. Richards
Commercial Manager Georgi Overby
Sales Prom. Manager Henry Trent
Program Director Ernie Richards
Ch. Anncr., News Dir. George Martin
Chief Engineer Hubert Beasley
Farm Editor H. V. Massey
Consulting Engr. Worthington C. Lent

W D I A

MEMPHIS—1947

Frequency: 730 Kc. Power: 250 Watts d.
Owned By Bluff City Bcstg. Co.
Operated By ... John Pepper, Bert Ferguson
Business-Studio Address 2074 Union Ave.
Phone Number 36-2703
Transmitter Location 1125 University
Air Time Daytime
News Service UP
Representative John E. Pearson
Membership NARTB, BAB
Gen., Sta. Mgr. Bert Ferguson
Commercial Manager Harold F. Walker
Program Director Christine Cooper
Production Director Don Kern
News Dir. Marie Wathen
Farm Editor Ernest Brazzle
Consulting Engr. Fred O. Grimwood

W H B Q

MEMPHIS—1925—MBS

Frequency: 560 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By Harding College,
Searcy, Ark.
Bus.-Studio Address Hotel Gayoso
Phone Number 8-6868

T E N N E S S E E

Transmitter Location.....Circle Rd.
 Air Time5 a.m.-M.
 News ServiceAP
 Representative.....Weed & Co.
 Membership.....NARTB, BAB
 Pres. (Harding College)....Dr. George Benson
 Gen., Sta. Mgr.....John Cleghorn
 Comm. Mgr.....Bill Grumbles
 Prom. Mgr.....W. G. Thompson
 Pgm., Dir.....Gordon Lawhead
 Music. Dir.....Freddie Burns
 Prod. Dir.....L. ee McEachern
 Chief Engineer.....Welton Roy
 Consulting Engr.....McIntosh & Englis

W H H M

MEMPHIS—1946—LIBERTY

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Mid-South Bcstg. Corp.
 Business-Studio Address.....Sterick Bldg.
 Phone Number37-4422
 Air TimeUnlimited
 News ServiceAP
 Transcription Service....Lang-Worth, Capitol
 RepresentativeIMS
 Membership.....NARTB
 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
 News Dir.....Bill Crabble
 Chief Announcer.....Kenny Sargent
 Musical Director.....Owen Elkins
 Chief Engineer.....William Marsh

W M C

**MEMPHIS—1923—NBC
 SOUTHCENTRAL QUALITY**

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Memphis Publishing Co.
 Bus. Studio Address.....Goodwyn Institute Bldg.
 Phone Number8-7464
 Transmitter Location.....Thomas Rd.
 Air TimeUnlimited
 News ServiceUP
 Transcription Service.....Thesaurus, Lang-Worth
 Representative.....Branham
 Membership.....NARTB
 President.....Enoch Brown
 Gen., Sta. Mgr.....H. W. Slavick
 Commercial Mgr.....Earl Moreland
 Program Director.....Wilson Mount
 Production Director.....Kitty McCullough
 Publicity Director.....Walter E. Frase
 Chief Announcer.....Charles B. Sullivan
 Musical Director.....Robert Horsley
 News Dir.....Bob Pligue
 Chief Engineer.....E. C. Frase, Jr.
 Farm Editor.....Walter Durham
 Consulting Engr.....George Davis

W M P S

MEMPHIS—1925—ABC

Frequency: 680 Kc.....Power: 10,000 Watts d.;
 5000 Watts n.
 Owned-Operated By.....WMPS, Inc.
 Business-Studio Address.....Radio Center
 Phone Number5-2663
 Transmitter Location.....N. Benjestown Rd.
 Air TimeUnlimited
 News ServiceAP, UP
 Transcription Service.....Standard, Cole,
 Lang-Worth
 Representative.....Radio Representatives
 Membership.....NARTB, BAB
 V.P., Gen. Mgr.....Harold R. Krelstein
 Sales Prom. Manager.....W. B. Rudner
 Program Director.....George Faulder
 Production Director.....Tys Terwey
 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 Number5-1313
 News ServiceUP

**FOR FOLKS
 WHO KEEP THEIR EYE
 ON THE CASH REGISTER**

**Results from the Station That Hits
 All Segments (not just a portion)
 of the Memphis Market.**

W H H M

Liberty Broadcasting System
MEMPHIS, TENNESSEE



Patt McDonald, manager

Representatives:
 Independent Metropolitan Sales

T E N N E S S E E

Air Time **Unlimited**
 Transcription Service..... World. Lang-Worth.
 SESAC
 Representative Katz
 Membership NARTB
 Owner, General Manager... Hoyt B. Wooten
 Commercial Manager..... Hollis R. Wooten
 Pgm. Dir., Prom. Mgr..... Roy Wooten
 Chief Engineer..... Wilson Raney

W C R K

MORRISTOWN—1947—MBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Cherokee Bcstg. Corp.
 Bus.-Studio-Transmitter Address... Brown Ave.
 Phone Number 1450
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Hal Holman
 Membership NARTB
 President..... Herbert S. Walters
 Gen., Comm. Mgr..... Howell Ashford
 Program Director..... John Frank McCrary
 Chief Engineer..... James R. Redden

W G N S

MURFREESBORO—1947—MBS-TV B

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By..... WGNS, Inc.
 Address..... P. O. Box 456
 Phone Number 1450
 Representative Holman
 Transcription Service..... Lang-Worth. World
 News Service UP
 Pres., Gen. Mgr..... Cecil Elrod
 Vice-President..... Mrs. Cecil Elrod, Sr.
 Secy.-Treas..... Cecil Elrod, Sr.
 Commercial Manager..... Neil Lancaster
 Production Director Louis Higgins
 Promotion Manager John D. Hood
 Chief Engineer..... Charles Freeman
 News Director..... John K. Williams

W K D A

NASHVILLE—1946

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Capitol Bcstg. Co.
 Bus.-Studio Address... 1st American Natl. Bank
 Bldg.
 Phone Number 4-0511
 Transmitter Location 2nd Ave. & Peabody St.
 Air Time..... 5 a.m.-1 a.m.
 News Service AP
 Transcription Service... Capitol, Lang-Worth
 Representative Forjoe
 Membership NARTB, BAB
 (Partners) Owners T. B. Baker, Jr. &
 A. G. Beaman
 General Manager T. B. Baker, Jr.
 Commercial Manager..... Roy V. Whisnand

Sports Director L. H. Munson
 Program Director..... James E. McKinney
 News Director Roque Fajardo
 Chief Engineer..... Oscar C. Griffin, Jr.
 Consulting Engr. A. D. Ring Co.

W L A C

NASHVILLE—1926—CBS

Frequency: 1510 Kc..... Power: 50,000 Watts
 Owned-Oper. By..... WLAC Bcstg. Service
 Bus.-Studio Address... Third Natl. Bank Bldg.
 Phone Number 6-0161
 Transmitter Location..... Old Hickory Blvd.
 Air Time..... 5 a.m.-1 a.m.
 News Service UP
 Transcription Service World
 Representative Paul H. Rayermer
 Membership NARTB
 Owner J. T. Ward
 Comm., Gen. Mgr..... F. C. Sowell
 Sales Manager..... E. G. Blackman
 Program Director..... Paul Oliphant
 News Director..... Robert S. Larimer
 Chief Engineer..... F. D. Binns

W M A K

NASHVILLE—1948—MBS

Frequency: 1300 Kc..... Power: 5000 Watts
 Owned-Oper. By... Volunteer State Bcstg. Co.,
 Inc.
 Address Maxwell House
 Phone Number 4-3411-2-3
 Transmitter Location..... Hydes Ferry Rd.
 Air Time 6 a.m.-12 M.
 News Service UP
 Representative Weed & Co.
 Pres., Gen. Mgr..... Frank W. Mayborn
 Pub., News Director..... Robert L. Chandoia
 Sta., Comm. Mgr..... Walter P. Speight, Jr.
 Promotion Manager... Clarence L. Waggoner
 Pgm. Dir..... Ruth Clinnard
 Musical Director Anita Kerr
 Consulting Engr..... McIntosh & Inglis

W N A H

NASHVILLE—KBS-LBS

Frequency: 1360 Kc... Power: 1000 Watts d.
 Owned-Oper. By..... Hermitage Bcstg. Corp.
 Address..... James Robertson Hotel
 Phone Number 4-7611
 Transcription Service Standard
 Pres., Gen., Comm. Mgr..... Van T. Irwin, Jr.
 Program Director..... Donn C. McInturff
 Chief Engineer..... I. D. Byars

W S I X

NASHVILLE—1927—ABC

Frequency: 980 Kc... Power: 5000 Watts d., n.
 Owned-Oper. By Jack and Louis R. Draughon

TENNESSEE

AddressNashville Trust Building
Phone Number5-5431
Transmitter LocationMcGavock Road
Air Time6:00 a.m. to 12:00 M.
News ServiceAP
Transcription ServiceWorld
Station RepresentativeKatz
MembershipNARTB, BAB
Gen., Sta. Mgr.....Jack M. Draughon
Comm., Sales Prom. Manager...E. S. Tanner
Pgm., Pub., Prom. Dir.....Tom Stewart
Chief EngineerCharles R. Duke

WSM

NASHVILLE—1925—NBC

Frequency: 650 Kc.....Power: 50,000 Watts
Owned By.....Nat'l. Life & Accident Ins. Co.
Operated By.....WSM, Inc.
Bus.-Studio Address.....301 7th Ave. N.
Phone Number6-7181
Transmitter Location.....12 Mi. in the country
Air TimeUnlimited
News ServiceAP, INS
Transcription Service..Associated. Thesaurus
RepresentativeEdward Petry
MembershipNARTB
President.....John H. DeWitt, Jr.
Commercial Manager.....Irving C. Waugh
Sales Prom. Mgr., Pub. Dir.....Tom Stewart
Program Director.....Jack Stapp
Dir. of Pub. Relns.....William R. McDaniel
News Director.....H. W. Eskridge
Chief Engineer.....George A. Reynolds
Farm Editor.....John McDonald

WATO

OAK RIDGE—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WATO, Inc.
Address.....Municipal Market Bldg.
Phone Number.....Oak Ridge 5-3535
Air TimeUnlimited
News ServiceUP
Transcription ServiceStandard
RepresentativeBurn-Smith
MembershipNARTB
Pres., Gen. Mgr.....Marshall H. Pengra
Commercial Manager.....Harry C. Weaver
Program Director.....Arthur J. Metzler
Chief Engineer.....Marvin L. Paul
News Director.....Bill Anderson

WTPR

PARIS—1947—KBS-MID-SOUTH

Frequency: 710 Kc.....Power: 250 Watts d.
Owner.....Kentucky Lake Bcstg. System, Inc.
Bus.-Studio Address.....100½ N. Market St.
Phone Number1700-1
Transmitter LocationClifty Rd.
Air TimeSunrise-sunset
News ServiceAP
Transcription ServiceLang-Worth

RepresentativeHal Holman
MembershipNARTB
President.....Dr. Elroy Scruggs
Gen., Comm. Mgr.....Virgil L. Linder, Jr.
Prom. Mgr., Pgm. Dir.....Floyd Horner
Chief Engineer.....Charles W. Jones
News Director.....Joe Edge
Farm Editor.....W. C. Mitchell

WKSR

PULASKI—1946

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By.....The Pulaski Bdcstg. Co.
AddressRadio Center
Phone No.....1068-87
Transmitter Location.....Highway 64-W
Air TimeSunrise-Sunset
News ServiceUP
MembershipNARTB
Pres., Gen. Manager.....John R. Crowder
Station ManagerVirgil Trimm
Sales Prom. Manager.....Mike Freeland
Chief Announcer.....Jack Hendrickson
Chief Engineer.....Richard Spruill
Consulting Engineer.....John H. Mullaney

WHAL

SHELBYVILLE—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Shelbyville Bcstg. Co., Inc.
Phone Number1400-1
Transmitter LocationLewisburg Hway.
Air Time.....6 a.m.-11 p.m.
News ServiceUP
PresidentHarvard Smith
Gen., Sta. Mgr., Pub. Dir....Charles Christian
Pgm., Prod. Dir., Chf. Ann.....Frank Huber
News DirectorCharles Bragg
Chief Engineer.....Tim Marsh
Farm EditorClaude Gray

WDBL

SPRINGFIELD—1950

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Springfield Bcstg. Co., Inc.
AddressP. O. Box 76
Phone Number1287
Transcription ServiceLang-Worth
News ServiceUP
Pres., Gen. Mgr.....Walter A. Duke
Comm., Prom. Mgr.....H. C. Young, Jr.
Program Director.....J. C. Fonts
Chief Engineer.....Anna A. Duke

WJIG

TULLAHOMA—1947—TVN-KBS

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Tri-Cities Bcstg. Co.
Business Address.....West End Dr.

T E N N E S S E E - T E X A S

Phone Number 2607-8
 Studio-Transmitter Location West End Dr.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Capitol Eells
 Pres., Gen. Mgr. Col. Raymond L. Prescott, Jr.
 Office Manager James Walkup
 Sales Prom. Mgr. Mary C. Prescott
 Chf. Ann., Pgm. Dir. John Collins
 News Director Thomas Meachum
 Chief Engineer Carl Spraggins
 Farm Editor Thomas Meacham
 Consulting Engr. Claude Gray

Sta. Mgr., Pub. Dir. Louis C. Wrather
 Commercial Manager Edwin A. Kallenberg
 Sales Prom. Mgr. David J. Capps
 Prod. Director Hoyt White
 Program Director Lee Burnette
 Chf. Announcer Hank Huggins
 News Director David J. Capps
 Chief Engineer James Thomas
 Farm Editor Hank Huggins

W E N K

UNION CITY—1946—MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Union City Bcstg. Co.
 Phone Number 1240-1
 Transmitter Location Fulton Hwy.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Burn-Smith
 Pres., General Mgr. Aaron B. Robinson

W C D T

WINCHESTER—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts d., n.
 Owned-Oper. By. Arthur D. Smith, Jr.
 Address Box 1103
 Phone Number 2201
 Transmitter Location Cowan Hwy.
 Air Time 6:00 a.m. to 10:00 p.m.
 News Service UP
 Membership NARTB
 Pres., Gen. Sta. Mgr. Arthur D. Smith, Jr.
 Comm. Prom. Manager. Hughes H. Brewer
 Pgm. Dir., Ch. Ann. Guy Parrish
 Chief Engineer Frank Spencer
 Consulting Engineer Claude M. Gray

T E X A S

*Population 7,711,194—Increase +20.2% ('40-'50)—Radio Homes 1,789,810
 Families 2,029,260—Stations in State 176*

K R B C

ABILENE—1936—ABC—TEXAS

Frequency: 1470 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By. Reporter Bcstg. Co.
 Business Address Box 178
 Phone Number 4-6255
 Transmitter Location Old Anson Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Capitol
 Representative John E. Pearson
 President Mrs. Eva M. Hawks
 General-Station Mgr. Howard Barrett
 Comm. Mgrs. Bro Minguis (Local); Forest Lane
 (National)
 Sales Prom. Manager Forest Lane
 Chief Engineer J. B. Casey
 Farm Editor Ray Sundy
 Consulting Engr. Commercial Radio

News Service AP, UP
 Transcription Service World
 Representative Taylor
 President W. P. Wright
 Gen., Prom. Mgr. A. C. Etter
 Commercial Manager Tyler Stewart
 News, Pgm. Dir. Leonard Johnson
 Chief Engineer Gilbert Patschke

K B K I

ALICE—1946—MBS

Frequency: 1070 Kc. Power: 1000 Watts d.
 Owned-Operated By. Alice Bcstg. Co.
 Business Address Box 731
 Phone Number 2070
 Transmitter Location No. on Hiway 281
 Air Time 12 a.m.-12 M.
 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
 Pgm., Music. Dir. J. Allen Frye
 Prod., Pub. Dir. Jack Allen
 Chief Announcer Chuck Farkas
 News Director Nat Watson
 Chief Engineer S. L. Spencer
 Farm Editor Cliff DuBose

K W K C

ABILENE—1948—MBS-LONE STAR

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Citizens Bcstg. Co.
 Bus. Studio Address 25th & Butternut Sts.
 Phone Number 7287
 Air Time Unlimited

K V L F

**ALPINE—1947—MBS-S.W.-TSN
LBS—KBS—CACTUS**

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By..... Big Bend Bcstrs.
Business Address..... P. O. Box 779
Phone Number..... 37
Studio-Transmitter..... Kokernot Field
News Service..... AP, UP
Representative..... Hil F. Best
Membership..... NARTB
President..... Barney H. Hubbs
General Manager..... Jack Hawkins
Station Manager..... Gene Hendryx
Program Director..... Sellette Suratt
Chief Announcer..... James Dawson
News Director..... John Newell
Chief Engineer..... Earl McCall
Farm Editor..... G. H. Harfst

K A M Q

AMARILLO—1947—MBS

Frequency: 1010 Kc. Power: 1000 Watts d.,
500 Watts n.
Owned-Oper. By..... Top of Texas Bcstg. Co.
Address..... 1301 Polk St.
Phone Number..... 2-6543
Representative..... Forjoe
Transcription Service..... Capitol
News Service..... AP
Manager..... Walter P. Speight, Jr.
Vice-President..... Hoyt Houck
Secy.-Treas., Gen. Mgr..... R. D. Houck
Commercial Manager..... Jess Richardson
Program Director..... Ray Whitworth
Promotion Manager..... Johnny Hatchcock
Chief Engineer..... Stewart Parsons

K F D A

AMARILLO—ABC—LBS

Frequency: 1440 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By..... Amarillo Bcstg. Corp., Inc.
Business-Studio Address..... 109 E. 5th St.
Phone Number..... 5343
Transmitter Location..... Belaire Pk.
News Service..... UP
Transcription Service..... World
Representative..... Branham Co.
Membership..... NARTB, BAB
President..... Gilmore Nunn
Station Manager..... Bill Fairley
Pgm. Dir., Comm. Mgr..... E. J. Watson, Jr.
News Director..... Kelly West
Musical Director..... Bland Ouxer
Chief Engineer..... Noel Luddy
Farm Editor..... Kelly West

K G N C

**AMARILLO—1922
NBC-LONE STAR**

Frequency: 710 Kc. Power: 10,000 Watts d.,
Owned-Oper. By... Plains Radio Bdcstg. Co.

Address..... Radio Building
Phone Number..... 3-4242
Transmitter Location..... Fritch Hwy.
Air Time..... 5:30 a.m.-12 M.
News Service..... UP, AP
Transcription Service..... Lang-Worth, M. M. Cole
Representative..... Taylor Co.
Membership..... NARTB, BAB
President..... Gene A. Howe
Gen., Sta. Mgr..... Tom Kritser
Sales Promotion Manager..... Peggy Williamson
Pgm., Prod. Dir..... Bob Watson
News Director..... Wesley S. Izzard
Chief Engineer..... W. H. Torrey
Farm Editor..... J. B. Linn
Consulting Engr..... A. Earl Cullum, Jr.

K L Y N

**AMARILLO—1949—CBS
WESTERN NET**

Frequency: 940 Kc. Power: 1000 Watts d.,
1000 Watts n.
Owned-Oper. By..... Plains Empire Bdcstg. Co.
Address..... 1014 West Seventh
Phone Number..... 2-6773
Trans. Loca..... 7 Mi. SE of City
Air Time..... 6 a.m.-12 M.
News Service..... UP
Transcription Service..... Standard
Representative..... John Blair & Co.
Membership..... NARTB, BAB
President..... R. G. Hughes
General Manager..... Kenyon Brown
Station Manager..... Howard Roberson
Chief Engineer..... Gene Fennimore
Farm Editor..... Pat Flynn

K B U D

ATHENS—1948

Frequency: 1410 Kc. Power: 250 Watts d.
Owned-Oper. By..... Henderson County Bcstg. Co.
Business Address..... Box 309
Phone Number..... 2277
Transmitter Location..... Highway 19
Air Time..... 6 a.m.-Sunset
News Service..... UP
Sta., Gen. Mgr..... J. B. McNutt, Jr.

K A L T

ATLANTA—1950

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By..... Ark-La-Tex Bcstg. Co.
Phone Number..... 681
Transcription Service..... Capitol
News Service..... UP
President..... Herman H. Wommack, Jr.
Gen. Mgr., Chief Engr..... David A. Wommack
Commercial Manager..... Robert Bieloh
Program Director..... Norm Bale

K N O W

AUSTIN—1926—ABC-TSN

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Pioneer Bcstg. Co., Inc.
 Bus.-Studio Address: 520 Capital Natl. Bank Bldg.
 Phone Number: 2-6213
 Transmitter Location: First & Tillery Sts.
 Air Time: 6 a.m.-M.
 News Service: AP
 Transcription Service: Standard
 Representative: Pearson
 Membership: NARTB
 President: Wendell W. Mayes
 Station Manager: Louis R. Cook
 Program Director: Warren M. Beaman
 Chief Engineer: James E. Lewis

K T B C

AUSTIN—1939—CBS-LONE STAR

Frequency: 590 Kc. Power: 5000 Watts d.: 1000 Watts n.
 Owned-Oper. By: Texas Bcstg. Corp.
 Bus.-Studio Address: Brown Bldg. (P. O. Box 717)
 Phone Number: 2-2424
 Transmitter Location: Manchaca Rd.
 Air Time: 6 a.m.-12 M.
 News Service: UP
 Transcription Service: World
 Representative: Taylor Co.
 President: Claudia T. Johnson
 General Manager: J. C. Kellam
 Sales Manager: Sam Plyler
 Program Director: Richard S. Pryor
 Publicity Director: Revis Taylor
 News Director: Paul Bolton
 Musical Director: Barbara Rongo
 Chief Engineer: A. B. Hearn
 Farm Editor: Reese Turner

K T X N

AUSTIN

Frequency 1370 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Radio KTXN, Inc.
 Address: 1211 East 6th St.
 Phone Number: 74476
 Transmitter Location: Bee Cave Rd.
 Air Time: Sunrise-Sunset
 Gen. Sta. Mgr.: Frank Stewart
 Commercial Manager: Joe K. Harry
 Program Director: Frank Stewart
 Production Director: Manuel Escobedo
 News Director: Ed. Idar
 Chief Engineer: Dale Taylor

K V E T

AUSTIN—1946—CBS-LIBERTY

Frequency: 1360 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.
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Forjee
 President: John B. Connally
 General Manager: Willard Deason
 Commercial Manager: Charles Howell
 Pub., Pgm., Prod. Dir.: Dave Smith
 Chief Engineer: Alfred W. Scharath

K R U N

BALLINGER—1947—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Runnels County Bcstg. Co.
 Address: Zappe Bldg.
 Phone Number: 3151-3161
 Air Time: 6 a.m.-10:15 p.m.
 News Service: UP
 Transcription Service: Standard, SESAC
 President, General Mgr.: R. E. Bruce
 Comm., Sales Prom. Mgr., News Dir.: R. F. McGarvey
 Chief Engineer: W. C. Kelley
 Program Director: Helen Hampton

K I O X

BAY CITY—1947—MBS-KBS

Frequency: 1270 Kc. Power: 1000 Watts n.
 Owned-Oper. By: Bay City Bcstg. Co.
 Business Address: P. O. Box 1391
 Phone Number: 642-3
 Studio-Transmitter Location: State Hiway 35
 Air Time: 6 a.m.-M
 News Service: AP
 Transcription Service: Capitol
 Representative: Paul Girard
 President: J. G. Long
 Gen. Sales Prom. Mgr.: Hayden Curtiss
 News Director: Ford Robertson
 Program Director: Virginia Lee
 Chief Engineer: Glenn R. Ellis
 Promotion Manager: Glenn McClain

K R C T

BAYTOWN—1947—KBS

Frequency: 650 Kc. Power: 250 Watts d.
 Owned-Operated By: Bay Bcstg. Co.
 Address: Box 629
 Phone Number: 8251
 Trans. Loca.: Ft. of E. Texas Ave.
 News Service: AP
 Air Time: Sunrise-Sunset
 President: C. Q. Alexander
 Station Manager: Sylvia McKinstry
 Commercial Manager: C. Paul Spidell
 Program Director: Bill Dunn
 Publicity Director: Joe Dollar
 Chief Engineer: Emilio Rodriguez, Jr.
 Consulting Engineer: Guy C. Hutchinson

K R E L

BAYTOWN—1947—DIXIE-LIBERTY

Frequency: 1360 Kc. Power: 1000 Watts

T E X A S

Owned-Oper. By.....Tri-Cities Bcstg. Co.
 Business Address...P. O. Box 419, Decker Dr.
 Phone Number.....8211-2
 Studio-Transmitter Location.....Decker Dr.
 News Service.....UP
 Transcription Service.....World
 Representative.....Thomas F. Clark
 President.....Robert Matherne
 Gen., Sta. Mgr.....William M. Lightfoot
 Commercial Manager.....Tommy Rochelle
 Production Director.....Dick Eason
 Production Director.....Mary Lightfoot
 Chief Engineer.....Marvin Daugherty

K F D M
BEAUMONT—1924
ABC-LONE STAR

Frequency: 560 Kc.Power: 5,000 Watts d.,
 5,000 Watts n.
 Owned-Oper. By...Beaumont Bdcstg. Corp.
 Address...P. O. Box 2950, 1420 Calder Ave.
 Phone Number.....2-7758
 Trans. Loca.....2 Mi. No. of Bridge City
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Free & Peters, Inc.
 Membership.....NARTB, BAB
 President.....D. A. Cannan
 Gen., Sta., Comm. Mgr.....C. B. Locke
 Sales Promotion Mgr.....H. F. Caldwell
 Pgm., Prod., Music. Dir....Conrad Bering, Jr.
 Pub. Dir., Farm Editor.....Ralph Ramos
 News Director.....Dave Russell
 Chief Engineer.....Harold W. Bartlett

K P B X
BEAUMONT—1947—LBS

Frequency: 1380 Kc.Power: 1000 Watts d.
 Owned-Oper. By.....KPBX Bcstg. Co.
 Address.....P. O. Box 1432
 Phone Number.....2-0201
 Representative.....Forjoe
 Transcription Service.....Standard
 News Service.....AP
 President.....J. M. Gilliam
 Gen. Mgr., Treas.....W. L. Hammond
 Commercial Manager.....Lynn Tomey
 Pgm., News Dir.....Raymond Gordon
 Chief Engineer.....Lawrence Sanders

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
 Trans. Loca.....3060-3130 Blanchette
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Capitol, Thesaurus
 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.....D. K. Maxted
 Program Director.....Mrs. Virginia Ryder
 Pub., News Dir.....Bob Tucker
 Musical Director.....Hal Rydberg
 Chief Announcer.....Karl von Leuwen
 Chief Engineer.....Marvin J. Easterwood

K T R M
BEAUMONT—1947

Frequency: 990 Kc.Power: 1000 Watts
 Owned-Operated By.....KTRM, Inc.
 Business-Studio Address.....230 Orleans St.
 Phone Number.....2-8478
 Transmitter Location.....Crow & Odom Rds.
 Air Time.....5 a.m.-12 M.
 News Service.....INS
 Transcription Service.....World
 Representative.....Walker Co.
 Pres., Gen.-Sta. Mgr.....Jack Neil
 Commercial Manager.....Bill McRae
 Sales Prom. Mgr.....Barclay Herring
 Pgm., Prod. Dir.....Joseph S. Trum
 Publicity Director.....R. D. Shotts
 Chief Anncr., Musical Dir.....Roy Dixon
 News Director.....Jack Neil
 Chief Engineer.....Ben F. Hughes
 Farm Editor.....Charles Schmucker

K I B L
BEEVILLE—1949

Frequency: 1490 Kc.Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By.....Bee Bdcstg. Co.
 Address.....P. O. Box 650
 Phone Number.....1490
 Air Time.....6:30 a.m.-10:30 p.m.
 News Service.....AP
 Transcription Service.....Capitol
 General Manager.....John D. Rosi
 Commercial Manager.....L. H. Landraf
 Pgm. Dir., Chief Anncr.....Louis B. Shaw
 News Director.....Charles Dunn
 Chief Engineer.....Harry W. Wardell
 Farm Editor.....Paul Russell
 Consulting Engr.....Glenn D. Gillett & Asso.

K B S T
BIG SPRING—1936—ABC
TEXAS STATE

Frequency: 1490 Kc.Power: 250 Watts
 Owned-Oper. By.....Big Spring Bcstg. Co.
 Bus.-Studio Address.....702 Johnson St.
 Phone Number.....1500
 Transmitter Location.....1½ Mi. N.E. of city
 Air Time.....6 a.m.-M.
 News Service.....AP
 Representative.....John E. Pearson
 Pres., Gen., Sta. Mgr.....William J. Wallace
 Commercial Manager.....William L. Cox
 Prom., Pgm., Prod., Pub. Dir....Robert Lindley
 Chief Engineer.....Andrew M. Jones
 Consulting Engineer.....Commercial Radio

K T X C

BIG SPRING—1949—LBS

Frequency: 1400 Kc. Power: 100 Watts
 Owned-Oper. By Big State Bdcstg. Co.
 Address Box 1366
 Phone Number 3300
 Trans. Loca. City Park
 Air Time 6 a.m.-11 p.m.
 News Service UP
 President V. T. Anderson
 Gen., Sta. Mgr., News Dir. Leonard R. Lyon
 Commercial Manager Jim Taylor
 Sales Promotion Manager T. W. Pinkstaff
 Program Director Vance Kimble
 Publicity Director Earnest Dean Rodman
 Chief Announcer Chuck Stark
 Chief Engineer Alfred Martel
 Farm Editor Bruce Fraizer

K F Y N

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

K H U Z

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
 Trans. Serv. Lang-Worth, World, SESAC
 Representative Paul Girard
 Membership NARTB, BAB
 President R. G. Hughes
 Commercial Manager Bill Sercomb
 Sales Promotion Manager Louis Roberts
 Gen., Sta. Mgr. Jack Roberts
 News, Pub. Dir. Bill Clark
 Musical Director Bob Porter
 Chief Engineer Herman Kreiger

K N E L

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 Nelln

K S T B

BRECKENRIDGE—1947—KBS

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Oper. By Stephens County Bcstg. Co.
 Business-Studio Address. Miller Bldg.
 Phone Number 1430
 Transmitter Location 1½ Mi. W. of city
 Air Time 6 a.m.-local sunset
 News Service AP
 Representative Best
 Transcription Service Lang-Worth
 Membership NARTB
 Pres., Gen. Mgr. R. W. Chapman
 Commercial Manager. Sidney Foster
 Program Director. T. Drakley
 Chief Engineer R. E. Smith

K W H I

BRENHAM—1947

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By Tom S. Whitehead
 Business Address 108½ Main St.
 Phone Number 655
 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
 Pres., Gen. Mgr. Tom S. Whitehead
 Commercial Manager. J. C. Price
 Chief Engineer R. D. Elder

K T F Y

BROWNFIELD—1949—LBS

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Oper. By Terry Cty. Bdcstg. Co.
 Address Drawer 1032
 Phone Number 678
 Transmitter Location Tahoka Hwy.
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Standard
 Membership NARTB, BAB
 Gen., Comm. Mgr. David R. Worley
 Sales Prom. Mgr., Prod. Dir. Sid McIntosh
 Program Director Nathan Daniel
 Chief Announcer Bill Morgan
 Chief Engineer Robert B. Spear
 Farm Editor Larry Chisholm

K B O R

BROWNSVILLE—1949—LBS

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Oper. By Brownsville Bcstg. Co.
 Address Box 472
 Phone Number 2-5677
 Transmitter Location 1934 Central Blvd.
 Air Time 6:30 a.m.-11 p.m.
 News Service AP
 Trans. Service World, Thesaurus
 Representative Best, Girard
 Membership NARTB, BAB

Pres., Gen., Sta. Mgr. M. J. Wilson
 Commercial Manager Vance C. Wilson
 Prom. Mgr., Pgm., Prod. Dir. R. E. Fowler
 Chief Announcer Tom Martin
 Chief Engineer Willis A. Wilson
 Consulting Engr. George E. Gautney

KVAL

**BROWNSVILLE—ABC
 TEX. QUAL. NET**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By KVAL Bcstg. Co.
 Address P. O. Box 1792
 Phone Number 2-6452
 Transmitter Location Hwy 77
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative Free & Peters
 Membership NARTB
 President T. Frank Smith
 Gen., Sta. Mgr. T. Frank Smith, Jr.
 Chief Engineer James R. Christian
 Consulting Engr. George C. Davis

KBWD

BROWNWOOD—1941—MBS

Frequency: 1380 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By Brown County Bcstg. Co.
 Business-Studio Address 800 Hawkins St.
 Phone Number 2401
 Transmitter Location Williams Ranch Rd.
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Representative Walker
 Membership NARTB
 Pres., Gen. Mgr., Pgm. Dir. W. Mayes, Jr.
 Commercial Manager Joe B. Foster
 Production Director Pat Brinkley
 Sales Prom. Mgr. Bill Jamar
 Chief Announcer Ronald Ripley
 News Director A. D. Wisenant
 Chief Engineer A. W. Stewart
 Consulting Engr. Everett Dillard

KORA

BRYAN—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Bryan Bcstg. Co.
 Bus.-Studio Address 604 Varisco Blvd.
 Phone Number 3-1240
 Transmitter Location Villa Maria Rd.
 Air Time 6 a.m.-M.
 Owner, Gen. Mgr. David C. Jones, Jr.
 Commercial Manager Euell G. Byers
 Chief Engineer David C. Jones, Jr.
 Pgm. Dir., Chief Anncr. William J. Zak, Jr.

KDET

CENTER—1949

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Operated By Center Bcstg. Co., Inc.

Address 205 Austin St.
 Phone Number 1199
 Location Center
 Air Time Daytime
 News Service UP
 Transcription Service Standard
 Representative Hil F. Best
 Pres., Pgm. Dir. Talbert E. Foster
 Gen., Sta. Mgr. Tom E. Foster
 Commercial Manager Grant Pickens
 Chief Announcer Chuck Hancock
 Chief Engineer T. McLachlan
 Farm Editor John Moosberg

KCTX

CHILDRESS—1947—MBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By Golden West Bcstg. Co., Inc.
 Bus.-Studio Address 217½ N. Main
 Phone Number 1085-6
 Transmitter Location 1 Mi. W. of Childress
 Air Time Local sunrise-sunset
 News Service AP
 Representative P. W. Seward
 President R. Malone Hagan
 General Manager George D. Cowan
 Program Director LeRoy Carter
 Publicity Director Nelle Hagan
 Chief Announcer Bob Pace
 Chief Engineer John B. Braffett
 Consulting Engr. Guy Hutchinson

KCLE

CLEBURNE—1947

Frequency: 1120 Kc. Power: 250 Watts
 Owned-Oper. By Marti, Inc.
 Address 919 N. Main
 Phone Number 1025-1028
 Transmitter Location Route 3
 Air Time Sunrise to Sunset only
 News Service AP
 Representative Hil F. Best
 Membership NARTB, BAB
 Pres., Gen., Sta., Comm. Mgr.

George W. Marti
 Promotion Manager Frank N. Hardgrove
 Program Director E. D'Voe Lee
 Chief Announcer E. G. Craly
 Musical Director LeLa F. Tompkins
 Chief Engineers Loyd E. Rodgers,
 Walter C. Lacy
 Farm Editor C. A. Munsch

KSTA

COLEMAN—1947

Frequency: 1000 Kc. Power: 250 Watts d.
 Owned-Oper. By Coleman County Bcstg. Co.,
 Inc.
 Business Address Box 432
 Phone Number 8406
 Studio-Transmitter Address Abilene Hwy.
 Air Time Daytime
 News Service UP
 Transcription Service SESAC

T E X A S

Representative Hil F. Best
 President H. H. Jackson
 Gen., Sta. Mgr. J. D. Larson
 Comm., Prom. Mgr. Dan C. Guthrie
 Mus., Pgm., Prod., Chief Anncr. Bill Fox
 Farm Edit., News, Pub. Dir. Joann Harris
 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 College Station
 Phone Number 66724
 Transmitter Location. Bet. Bryan & College Sta.
 Air Time 6 a.m.-local sunset
 News Service AP
 Transcription Service World
 Representative Hil F. Best
 General Manager R. Henderson Shuffler
 Sta., Comm. Mgr. Richard L. Webb
 Sales Prom. Mgr. Mrs. Elsie Patranella
 News, Pgm. Dir., Chief Anncr. John Scogin
 Chief Engineer Richard L. Webb
 Farm Editor Bob Willis
 Consulting Engr. H. C. Dillingham

K V M C

COLORADO CITY—1950

Frequency: 1320 Kc. Power: 500 Watts d.
 Owned-Oper. By. Colorado City Bcstg. Co.
 Address P. O. Box 1251
 Phone Number 64
 News Service AP
 Partners Marshall Formby,
 Eldon Mahon, Clint Formby
 Manager Clint Formby
 Comm. Mgr., Pgm. Dir. Walter Grubbs
 Chief Engineer Paul Brown

K E Y S

CORPUS CHRISTI—1941 CBS-LONE STAR

Frequency: 1440 Ks. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Nueces Bcstg. Co.
 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 Co.
 Membership NARTB
 Pgm., Prom. Comm., Sta. Mgr. Kelly Wolford
 Chief Engineer Harold Griffith

K R I S

CORPUS CHRISTI—1935—NBC-TQN
 Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Oper. By. Gulf Coast Bcstg. Co.

Address P. O. Box 840
 Phone Number 4-6354
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative Free & Peters
 Membership NARTB
 Pres., Gen. Mgr. T. Frank Smith
 Commercial Manager William Eikner
 News Director John Rasco
 Pgm. Dir., Prom. Mgr. Charles Nethery
 Chief Engineer Buster Harvey
 Farm Editor Jack Lozier

K S I X

CORPUS CHRISTI—1947—ABC

Frequency: 1230 Kc. Power: 250 Watts d.
 250 Watts n.
 Owned-Oper. By Corpus Christi Bdstg. Co., Inc.
 Address Show Room Bldg.
 Phone Number 2-9242
 Transmitter Location Whelan Dr.
 Air Time 6 a.m.-1 a.m.
 Trans. Serv. RCA Thesaurus, Red Seal
 Representative Forjoe & Co.
 Membership NARTB
 Pres., Gen. Mgr. Vann M. Kennedy
 Commercial Manager Charles R. Manning
 Program Director Richard Warner
 Publicity Director Ardyce Plansteil
 News Director J. K. Wright
 Musical Director William Cavness
 Chief Engineer W. K. Bridges
 Consulting Engr. James H. Burney

K U N O

CORPUS CHRISTI—LBS—MBS

Frequency: 1400 Kc. Power: 100 Watts
 Owned-Oper. By Community Bdstg. Co.
 Address-Trans. Loca. 19th & Agnes Sts.
 Phone 4-5203
 Air Time Unlimited
 Transcription Service Capitol
 Membership NARTB
 President Leslie C. Smith
 Cons. Engr., Gen. Mgr., Chief Anncr.
 J. H. Mayberry
 Station Manager Herbert Garrett
 Commercial Manager Peggy Lindsay
 Program Director Hank White
 Chief Announcer Glenn Hunt

K W B U

CORPUS CHRISTI—1944—LBS

Frequency: 1030 Kc. Power: 50,000 Watts d.
 Owned-Oper. By Baylor U.
 Representative Branham
 News Service AP
 General Manager Harry Hayes
 Station Manager Roy R. Kay
 Program Director Ben Blackman
 Chief Engineer Nestor Cuesta

KAND
CORSICANA—1937—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By...Alto, Inc.
 Bus. Studio Address...State Natl. Bank Bldg.
 Phone Number...2486-7
 Transmitter Location...No. Hwy. 75
 Air Time...6 a.m.-11 p.m.
 News Service...UP
 Transcription Service...World
 Representative...Branham
 Membership...NARTB, BAB
 President...J. C. West
 Station Manager...Luther A. Johnson, Jr.

KIVY
CROCKETT—1950

Frequency: 1570 Kc. Power: 250 Watts
 Owned-Oper. By...Pioneer Bctg. Co.
 Address...P. O. Box 478
 Phone Number...222
 Transcription Service...Lang-Worth
 News Service...UP
 Ptnr., Gen. Mgr., Chief Engr...
 Hamilton H. Callen
 Ptnr., Comm., Prom. Mgr., Pgm. News Dir.
 James H. Gibbs
 Farm Editor...Charles Flager

KCFH
CUERO—1949—LBS

Frequency: 1600 Kc. Power: 500 Watts d
 Owned-Oper. By...DeWitt Cty. Bdcstg. Co.
 Phone Number...700
 Air Time...Daytime
 News Service...UP
 Transcription Service...World
 Representative...Hil Best
 Pres., Sta. Mgr., Chief Engr. A. M. Respondek
 Gen., Comm., Sales Prom. Mgr....D. Fleming
 Program Director...Paul Battisti
 Traffic Mgr., Pub. Dir....Helene Fleming
 Chief Announcer...Paul Battisti
 News Dir., Farm Editor...Sammy Middleton

KXIT
DALHART—1948—LIBERTY

Frequency: 1410 Kc. Power: 500 Watts d.
 Owned-Operated By...Dalrad Associates
 Address...402½ Denrock
 Phone Number...740
 Air Time...Daytime
 News Service...UP
 Representative...Best
 Transcription Service...Lang-Worth
 Membership...NARTB
 Owner...Ed Bishop
 General Manager...Ken 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
 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
 Consulting Engineer...George P. Adair

KLIF
DALLAS—1947—LIBERTY

Frequency: 1190 Kc. Power: 1000 Watts d.
 Owned-Oper. By...Trinity Bdcstg. Corp.
 Business-Studio Address...2008-A Jackson St.
 Phone Number...PRospect 7251
 Transmitter Location...Scyene Rd.
 Air Time...Unlimited
 News Service...UP
 Representative...John A. Pearson
 Membership...NARTB, BAB
 President...Barton R. McLendon
 Exec. Dir., Gen. Mgr....Gordon McLendon
 Commercial Manager...Ray Lewis
 Station Manager...Bill Weaver
 Program Director...Joe Roddy
 Production Director...Glenn Douglas
 Musical Director...Johnny Murray
 Publicity Director...Marie Callahan
 Chief Anncr., News Dir....Bill Pelham
 Chief Engineer...Glenn Callison

KRLD
DALLAS—1926—CBS

Frequency: 1080 Kc. Power: 50,000 Watts
 Owned-Operated By...KRLD Radio Corp.
 Address...Heraid Square
 Phone Number...RA 6811
 Transmitter Location...Garland
 Air Time...5:30 a.m.-12 M.
 News Service...UP, AP, INS
 Transcription Service...Standard, Capitol
 Representative...Branham
 Membership...NARTB, BAB
 President...John W. Runyon
 General Manager...Clyde W. Rembert
 Commercial Mgr....William A. Roberts
 Production Director...Ves Box
 Program Director...Roy George
 Pub. Dir., Prom. Mgr....A. J. Putnam
 Musical Director...H. W. Giersdorf
 Chief Engineer...Roy M. Flynn

KSKY
DALLAS—1941

Frequency: 660 Kc. Power: 1000 Watts d.
 Owned-Operated By...SKY Bcstg. Service

• • • **TEXAS** • • •

Business-Studio Address.....Hotel Stoneleigh
 Phone Number.....6193 Randolph
 Transmitter Location.....Bruton Rd.
 Air Time.....Sunrise-sunset
 News Service.....AP
 Membership.....NARTB
 Partner, Gen. Mgr.....A. L. Chilton
 Station Manager.....R. G. Terrill
 Commercial Manager.....R. L. Kanatzar
 Program Director.....Leonard Holland
 Chief Announcer.....Richard F. Parker
 Musical Director.....James L. Hughes
 Chief Engineer.....Morris M. Ming

W F A A

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
 Trans. Serv.....Lang-Worth, Associated
 Representative.....Edward M. Petry
 Membership.....NARTB
 President.....E. M. Dealey
 General Manager.....Martin B. Campbell
 National Comm. Mgr.....Ralph W. Nimmons
 Local Comm. Mgr.....Alex Keese
 Sales Prom. Mgr.....Mrs. Wyona Partwood
 Program Director.....Kelly Maddox
 Publicity Director.....Harry Koenigsberg
 News Director.....Sid Pietzsch
 Musical Director.....Billy Mayo
 Chief Engineer.....J. Raymond Collins
 Farm Editor.....Murray E. Cox

W R R

DALLAS—1920—MBS-TEXAS STATE

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Oper. By.....City of Dallas
 Business Address.....Municipal Radio Bldg.
 Phone Number.....Tenison 6101
 Transmitter Location.....White Rock Lake
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....John Blahr
 Membership.....NARTB
 Chairman.....E. O. Cartwright
 Managing Director.....Dale Drake
 Program Director.....Pete Teddlie
 Publicity Director.....Carol Weaver
 News Director.....James Alderman
 Chief Engineer.....D. J. Tucker

K D L K

DEL RIO—1946

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Del Rio Bcstg. Co.

Business Address.....P. O. Box 1162
 Phone Number.....1234
 Studio-Transmitter Location.....Cypress &
 E. Second Sts.
 Air Time.....Unlimited
 News Service.....UP
 Representative.....Howard
 President.....James A. Clements
 Commercial Manager.....Bill D. Guse

K D S X

DENISON—1948—LIBERTY

Frequency: 1220 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Grayson Bcstg. Co.
 Address.....Hotel Denison
 Phone Number.....3-400
 Transmitter Location.....2 Mi. N. City, Hiway 75
 Air Time.....Sunrise-Sunset
 News Service.....AP
 Transcription Service.....Standard
 President.....B. V. Hammond, Jr.
 Gen. Mgr., Pgm. Dir.....L. L. Hendrick
 Chief Announcer.....Allan Hundley
 Chief Engineer.....Franklin Bailey
 Consulting Engr.....A. Earl Cullum, Jr.

K D N T

DENTON—1938—LBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Harwell V. Shepard
 Address.....Radio Center
 Phone Number.....276
 Transmitter Location.....Hwy 24
 Air Time.....6:15 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Thesaurus
 Membership.....NARTB, BAB
 General Manager.....Harwell V. Shepard

K D D D

DUMAS—1948

Frequency: 800 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....North Plains Bcstg. Corp.
 Address.....Box 545
 Trans. Add.....Hwy. 287, No. edge of Dumas
 Phone Number.....5000
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Hil F. Best
 President.....Lucian M. Spencer
 Gen., Sta., Comm. Mgr.....Ken Duke
 News, Pgm., Prod. Dir.....Ray Trent
 Chief Announcer.....Bill Lask
 Musical Director.....Jerry Duke
 Chief Engineer.....George Pepin
 Farm Editor.....J. B. Wade

K U R V

EDINBURG—1947—LBS

Frequency: 710 Kc.....Power: 250 Watts d.
 Owned-Operated By.....J. C. Looney

AddressEdinburg
 Phone Number710
 Studio-Transmitter Location..2 Mi. N. State Hy.
 Air TimeSunrise-Sunset
 News ServiceUP
 RepresentativeFor Joe
 MembershipNARTB, FMA
 President.....James Cullen Looney
 Gen., Sta. Mgr.Allan Dale
 Program DirectorJack Moran
 Chief Engineer.....Warren Chase

KULP

EL CAMPO—1949—LIBERTY

Frequency: 1390 Kc.....Power: 500 Watts d.
 Owned-Oper. By..Wharton County Bcstg. Co.
 Business Address.....P. O. Box 1390
 Phone Number1390
 Studio Address.....505 E. Jackson
 Air Time.....5 a.m.-5:30 p.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 Representative.....Hil F. Best
 MembershipNARTB
 President.....Culp Krueger
 ManagerMelhadean Wells
 Commercial Manager.....Horace Wells
 Chief Engineer.....Joe Miller
 Farm Editor.....V. L. Sandlin

KELT

ELECTRA—1949

Frequency: 1050 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Oil City Bcstg. Co.
 Address.....1050 Radio Rd.
 Phone Number1051
 News ServiceUP
 Transcription ServiceStandard
 Chief Engr., Gen. Mgr.....Bill Lindsay
 Comm., Prom. Mgr., Pgm. Dir....Frank Elkins
 News Director.....Thomas Fritz

KELP

EL PASO—1947—KBS-LBS

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Hill Bldg.
 Phone Number3-3658
 RepresentativePearson
 Transcription ServiceCapitol
 President.....Raymond T. Richey
 Gen., Comm., Pgm. Mgr.

Mrs. L. McCowan Chapman

Program Director.....Richard E. Gillette
 Chief Engineer.....V. Cisneros
 Director.....Howard W. Davis
 News Director.....William Leaming

KEPO

EL PASO—1948—ABC

Frequency: 690 Kc.....Power: 5000 Watts
 Owned-Oper. ByKWFT Inc.

Address2419 N. Piedras St.
 Phone Number5-2731
 Trans. Loca. ..Hwy. 54, 10 Mi. N.E. of City
 Air Time6 a.m.-11:30 p.m.
 News ServiceUP
 Transcription ServiceStandard
 RepresentativeJohn Blair & Co.
 MembershipNARTB, BAB
 Exec. Vice PresidentKenyon Brown
 General ManagerWillard L. Kline
 Commercial Manager ..Howard W. Baldwin
 Sales Prom. Mgr., Pub. Dir. ... Cecil Sansbury
 Pgm., Prod. Dir., Farm Edit. .E. O. Procter, Jr.
 Chief AnnouncerPhil Eakins
 News DirectorCharles Amador
 Musical DirectorMarlin Haines
 Chief EngineerE. L. Gemoets

KROD

EL PASO—1940—CBS

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Roderick Bcstg. Corp.
 Business-Studio Address...2201 Wyoming St.
 Phone Number2-6551
 Transmitter Location .3½ Mi. N., Newman Rd.
 Air Time.....6 a.m.-M.
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeTaylor Co.
 MembershipNARTB
 President.....Dorance D. Roderick
 V.P., Gen., Sta. Mgr.....Val Lawrence
 Prom., Comm. Mgr.Bruce M. Barnard, Jr.
 Prod., Pgm. Dir.Ted Hunt
 Pub., News Dir., Farm Edit. ..Bob P. Canavan
 Sales Prom. Mgr., Pub. Dir.....Bob Canavan
 Chief Announcer.....Richard Weaver
 Chief Engineer.....Edward P. Talbott

KSET

EL PASO—1949—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Sunland Bcstg. Co.
 Address.....2223 Montana St.
 RepresentativeMcGillvra
 Transcription ServiceCapitol
 News ServiceAP
 President.....Edward D. Hodge
 General Manager.....Vincent W. McConn
 Assistant Manager.....George R. Thady

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 Number2-5423
 Transmitter Location.....First St., Ascarate
 Air Time6 a.m.-11:30 p.m.
 News ServiceUP
 Transcription Service.....Thesaurus, World
 Representative.....George P. Hollingbery
 MembershipNARTB, BAB

EVERY
DEPARTMENT STORE
IN
FORT WORTH
USES

K F J Z

5000 Watts — Mutual



SECOND HIGHEST HOOPERATED STATION IN TOWN
TOTAL RATED TIME PERIODS (December-January, 1951)

President Franz Walz Bredberg
 Gen., Sta. Mgr. Karl O. Wyler
 Commercial Manager Roy T. Chapman
 Program Director Jack Chapman
 Chief Announcer Jack Rye
 Chief Engineer Kenneth J. Walton
 Farm Editor Conrey Bryson

K C N C

FORT WORTH—1946
ABC—WESTERN

Frequency: 870 Kc. Power: 250 Watts d.
 Owned-Oper. By Blue Bonnet Bcstg. Corp.
 Bus.-Studio Address P. O. Box 629
 Phone Number Fortune 7175
 Transmitter Location 4000 Lawnwood St.
 Air Time Daytime
 News Service AP
 Membership NARTB
 Pres., Gen., Sta. Mgr. J. H. Speck
 Commercial Manager J. N. Mullan
 Promotion Manager Orvin Franklin
 Program Director Jerry Hahn
 Chief Engineer Chester Grubbs
 Consulting Engr. A. Earl Cullum, Jr.

K C U L

FORT WORTH—1949

Frequency: 1540 Kc. ... Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By East-West Bdcstg. Co.
 Address 3607 Camp Bowie Blvd.
 Phone Number SUNset 6555
 Transmitter Location Kennedale
 Air Time 6 a.m.-12 M.
 News Service UP
 Trans. Serv. Associated, Thesaurus
 Pres., Gen., Sta. Mgr. ... W. B. Chambers, Jr.
 Commercial Manager Homer Hogan
 Office Manager Miss Maydell Wallace
 Program Director Bill Hayter
 Publicity Director Betsy Carr
 Chief Announcer Brett Allison
 News Director Duane Ramsey
 Chief Engineer R. L. McAlister
 Consulting Engr. ... William Foss, Wash., D. C.

K F J Z

FORT WORTH
MBS-TEXAS STATE

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Oper. By Tarrant Bcstg. Co.
 Business-Studio Address 1201 W. Lancaster
 Phone Number Ed 3-3474
 Transmitter Location Birdville
 News Service AP
 Transcription Service SESAC, World
 Representative John Blair
 Membership NARTB
 Pres., Gen., Sta. 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 Fa 9231
 Transmitter Location Kimbo Rd.
 Air Time Daytime
 News Service AP
 Transcription Service Standard
 Representative Rambeau
 President Judge P. W. Seward
 General Manager Lewis Love
 Commercial Manager Pat McFathers
 Sales Prom. Mgr. Charles Lewis
 Program Director Dean McClain
 Prod., Pub. Dir. Charles Hobbie
 Chief Announcer Dean McLain
 Musical Director Charles Hobbie
 Chief Engineer Melvin Parsons
 Consulting Engr. R. W. Chapman

K X O L

FORT WORTH—1947—LIBERTY

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Oper. By Fort Worth Bcstg. Co., Inc.
 Bus.-Studio Address .. 1216 Pennsylvania Ave.
 Phone Number Edison 1448
 Transmitter Location Cor. Piper Lane &
 Gallaway 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
 News Director Joe Wills
 Chief Engineer John R. Crouse
 Consulting Engr. Robert T. Silliman

WHY IS AP
THE BEST?

BECAUSE—AP has more news
 correspondents, more
 news bureaus, more
 miles of news wire
 than any other news
 service.

Speaking of Facilities

"After looking at them all from coast to coast, you get my vote for having the number one station set-up in the country."



WBAP LEADS THE FIELD

YOUR radio and television placements in the rich Southwest are a certainty. Just as certain, after looking over the field, will you be doing business with WBAP (WBAP-570, 5,000 watts, ABC and WBAP-820, 50,000 watts, NBC) and WBAP-TV (Channel 5, ABC and NBC).

At WBAP, as a national advertising agency executive did above, you'll find the "best set-up," the most modern facilities in the business.

To name a few things . . . six large-size radio studios to serve you . . . three great television studios . . . complete disc and Ampex tape recording facilities for the production of high quality transcriptions . . . completely equipped film commercial production department, including film laboratory for processing and developing film.

WBAP leads the Southwest on all counts. Check the station or Free & Peters for complete station and market information.

AMON CARTER, President
HAROLD HOUGH, Director

GEORGE CRANSTON, Manager
ROY BACUS, Commercial Mgr.

3900 BARNETT ST. FORT WORTH, TEXAS
TELEPHONES: FORT WORTH LO-1981 DALLAS TR-9757

Complete
Recording
Service

Complete
Film
Service



FREE & PETERS, INC.
A Division National Registration



WBAP

**FORT WORTH—1922
NBC-ABC-LONE STAR**

Frequency: 820 Kc. Power: 50,000 Watts
 Frequency: 570 Kc. Power: 5000 Watts
 Owned-Oper. By. Carter Publications, Inc.
 Business Address. 3900 Barnett St.
 Phone Number Ft. Worth LO-1981
 Transmitter Location. WBAP-820, Grapevine;
 WBAP-570, Arlington
 Air Time 5:30 a.m.-12 M.
 News Service AP
 Transcription Service. Associated, Cole
 Representative. Free & Peters
 Membership NARTB
 President Amon Carter
 Directors Harold Hough, George Cranston
 Commercial Manager. Roy Bacus
 Program Director. Ed Lally
 Production Director. A. M. Woodford
 Prom., Pub. Dir. Thomas Engle
 Chief Announcer. Frank Mills
 News Director James A. Byron
 Musical Director. Gene Baugh
 Chief Engineer. R. C. Stinson
 Farm Editor. Layne Beaty
 Consulting Engineer A. D. Ring

KNAF

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
 Transmitter Location. U. S. Hway. 87
 Air Time 6:45 a.m.-10 p.m.
 News Service AP
 Transcription Service SESAC
 Representative Hil F. Best
 President. Walter T. McKay
 Vice-President Arthur Stehling
 Chief Engr., Sta., Gen. Mgr. . Norbert A. Fritz
 Farm Editor Oscar Krauskopf

KGAF

GAINESVILLE—1947—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By. Gainesville Bcstg. Co.
 Address Box 222
 Phone Number. 248, 1600
 Air Time Sunrise-Sunset
 News Service AP
 Transcription Service Standard, Ullman
 President. Joe M. Leonard, Sr.
 General Manager. Joe M. Leonard, Jr.
 Asst. Comm. Mgr. Earl Leonard
 Program Director Jerry Talley
 Musical Director Lloyd Ridner
 Chief Engineer. Cordell Martin

KGBC

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 3-4329
 Transmitter Location. . E. end Galveston Island
 Air Time. 6:30 a.m.-11:30 p.m.
 News Service AP
 Transcription Service Standard
 Pres., Gen., Sta. Mgr. . . James W. Bradner, Jr.
 Commercial Manager Floyd Smith
 Chief Announcer Tom Dawson
 News Director Bob Savage
 Chief Engineer. Jesse Simms
 Consulting Engr. A. Earl Cullum, Jr.

KLUF

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
 Pres., Gen., Comm. Mgr. . . George Roy Clough
 Chief Engineer. L. D. Clough

KSIJ

GLADEWATER—1949

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Oper. By Gladewater Bcstg. Co.
 Address Box 1426, T. W. Lee Bldg.
 Phone Number 516, 613
 Transmitter Location Kilgore Highway
 Air Time Sunrise-Sunset
 News Service UP
 Trans. Serv. Capitol, Standard
 Representative Hil F. Best
 Membership NARTB, BAB
 President T. W. Lee
 General Manager Wendell Bedichek
 Station Manager Joe M. Yowell
 Sales Prom. Mgr. Tom E. Perryman
 Program Director Charles Stockley
 Chief Announcer Douglas Reeh
 News Director Bob Moore
 Chief Engineer Lloyd Johnson

KCTI

GONZALES—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Gonzales Bcstg. Co.
 Business Address 425 St. George St.
 Phone Number. 770
 Transmitter Location. . 2½ Mi. E. City, Hiway
 200
 Air Time 6:30 a.m.-10 p.m.
 News Service. AP

Transcription Service.....Capitol
 Representative.....Gene Grant, Cooke
 Sta., Comm. Mgr.Lawrence M. Walshak
 Prom. Mgr., Pgm. Dir., Chief Engr.....
 Frank Wilson, Jr.
 Consulting Engineer.....George C. Davis

K S W A
GRAHAM—1948

Frequency: 1330 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Southwestern, Inc.
 Address.....Box 748
 Phone Number.....1200
 Studio-Transmitter Location.....Hiway 24
 News Service.....UP
 Air Time.....6:30 a.m.-Sunset
 Transcription Service.....SESAC
 Pres., Gen. Mgr.Clay Thompson, Jr.
 Pgm. Dir., Comm. Mgr.W. J. Duncan
 Sta. Mgr., Chief Engr.....Vance Newsom
 Consulting Engr.....Guy Hutcheson

K G V L
GREENVILLE—1946
MBS-TEXAS STATE-CBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Truett Kimzey
 Phone Number.....2066
 Air Time.....6 a.m.-M.
 News Service.....AP
 Owner, Pres.....Truett Kimzey
 General Manager.....Leo Hackney
 Asst. Manager.....Paul D. Robinson
 Program Director.....James D. Jones
 Chief Announcer.....Bill Rust
 Chief Engineer.....Tom Clyde

K C L W
HAMILTON—1948

Frequency: 900 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Hamilton Bcstg. Co.
 Bus. Studio Address.....Box 592
 Phone Number.....500
 Transmitter Location.....2 Mi. Comanche Hiway
 News Service.....UP
 Transcription Service.....Standard
 Air Time.....Daytime
 Membership.....NARTB
 President.....Clyde Weatherby
 Gen., Sta. Mgr.Joe W. Caldwell
 Program Director.....Al B. Scott
 Chief Engineer.....Carl Knely

K G B S
HARLINGEN—1941—CBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Harbenito Bcstg. Co., Inc.
 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
 President.....McHenry Tichenor
 General Manager.....Troy McDaniel
 Commercial Manager.....Dave Bennett
 Program Director.....John Harrison
 Chief Announcer.....Ed Keane
 News Director.....Jerry Fisher
 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 1111
 Phone Number.....4528
 Air Time.....Daytime
 News Service.....UP
 Representative.....Best
 Transcription Service.....World, SESAC
 President.....Roy B. Cannon
 Gen., Comm., Prom. Mgr.....W. C. Crawford
 Program Director.....James T. Reeves
 Chief Engineer.....James Austin

K P A N
HEREFORD—1948

Frequency: 860 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Marshall Formby
 Address.....P. O. Box 868
 Phone Number.....860
 Representative.....Best
 Transcription Service.....Thesaurus
 News Service.....AP
 President.....Marshall Formby
 General Manager.....Don Boles
 Commercial Manager.....Jerry Drennan
 Program Director.....Bob Lindsey
 Promotion Manager.....Bob Blount
 Chief Engineer.....John Ball
 Farm Editor.....Don Smith

K H B R
HILLSBORO—1950

Frequency: 1560 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Ross Bohannon
 Address.....204 E. Franklin
 Phone Number.....594
 News Service.....UP
 Pres., Gen. Mgr.....Ray J. Williams
 Sta. Mgr., News Dir., Farm Editor
 J. Monroe Coston
 Commercial Manager.....Nelson W. Galle
 Program Director.....J. K. Lane, Jr.
 Promotion Manager.....Frank Bershears
 Chief Engineer.....Robert E. Thompson

K A T L
HOUSTON—1947—LBS

Frequency: 1590 Kc.....Power: 5000 Watts d.
 5000 Watts n.
 Owned-Oper. By.....Texas Bdcsters., Inc.

Address 412 Main St.
 Phone Number Preston 3108
 Transmitter Location Post Oak Rd.
 Air Time 24 Hours
 News Service UP
 Transcription Service Lang-Worth
 Representative IMS
 Membership NARTB, BAB
 President William H. Talbot
 Gen., Sta. Mgr. King H. Robinson
 Sales Promotion Mgr. William Hall
 Program Director Johnny Edwards
 Production Director Allan McKinley
 Publicity Director Justin House
 Chief Anncr., News Dir. Harry Grier
 Musical Director Jean Franklin
 Chief Engineer Edward Martin
 Farm Editor Justin House
 Consulting Engineer Kear & Kennedy

KCOH

HOUSTON—1948

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Oper. By Call of Houston, Inc.
 Business-Studio Address 1 Main St.
 Phone Number Charter 4-1888
 Transmitter Location Kerr St.
 Air Time Daytime
 News Service UP
 Transcription Service World, Associated
 Representative Pan American
 Pres., Gen. Mgr. Robert C. Meeker
 Sta. Mgr., Pgm. Dir. Shirley Sporic

KLEE

HOUSTON—1948

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By W. Albert Lee
 Business-Studio Address Milby Hotel
 Phone Number Preston 1161
 Transmitter Location 1 Mi. from inter-
 section N. Sherperd & Airline
 Air Time Unlimited
 News Service UP
 Transcription Service World, Associated
 Representative Adam J. Young
 Membership NARTB
 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

KNUZ

HOUSTON—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Veterans Bcstg. Co.
 Business-Studio Address 4701 Caroline St.
 Phone Number Central 8801
 Transmitter Location N. Ennis & Freund Sts.
 Air Time 24 Hours

News Service UP
 Transcription Service Lang-Worth
 Representative Forjoe
 Membership NARTB
 President Max H. Jacobs
 Gen., Sta. Mgr. Dave Morris
 Prom., Comm. Mgr. Jack Healy
 Program Director Walter Colvin
 Publicity Director E. L. Forrester
 Production Director Jimmy Young
 Chief Announcer Webb Hunt
 Chief Engineer O. C. Crossland
 News Dir., Farm Editor Bob Brooks
 Musical Director J. R. Covington, Jr.

KPRC

HOUSTON—1925

NBC—T. Q. N.

Frequency: 950 Kc. Power: 5000 Watts d.,
 5000 Watts n.
 Owned-Oper. By The Houston Post Co.
 Address Lamar Hotel
 Phone Number FAirfax 7101
 Transmitter Location Deepwater
 Air Time 5:45 a.m.-12 M.
 News Service AP
 Transcription Service Thesaurus
 Representative Edw. Pety & Co.
 President W. P. Hobby
 Gen., Sta. Mgr. Jack W. Harris
 Commercial Manager Jack McGrew
 Sales Prom. Mgr., Pub. Dir. Marsh Callaway
 Production Director Lee Norton
 Chief Announcer Francis Sullivan
 News Director Pat Flaherty
 Musical Director Paul Schmidt
 Chief Engr. Harvey T. Wheeler
 Farm Editor Leon Hale
 Consulting Engineer Frank McIntosh

KTHT

HOUSTON—1944—MBS

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By Texas Star Bcstg. Co.
 Bus.-Studio Address 4005 Travis St.
 Phone Number Keystone 5535
 Transmitter Location Nr. San Jacinto
 Battlegrounds
 Air Time 6 a.m.-12 M.
 News Service UP
 Representative Avery-Knodel
 President Roy N. Hotheinz
 Asst. to Pres. John Erle Stephen
 Gen., Comm., Pgm. Mgr. Bill Bennett
 Production Director John Knapp
 Publicity Director Lauri Schutt
 Chief Announcer Tim Osborne
 Program Director Ted Nabors
 News Director Ray Conaway
 Chief Engineer O. B. Johnson
 Studio Transmitter Louis Jelly
 Consulting Engineer John Creutz

KTRH

HOUSTON—1930—CBS-TEXAS

Frequency: 740 Kc. Power: 50,000 Watts
 Owned-Oper. By: KTRH Bcstg. Co.
 Address: Rice Hotel
 Phone Number: Preston 4361
 Transmitter Location: Baytown
 Air Time: 5 a.m.-12 M.
 News Service: AP, INS
 Transcription Service: World
 Representative: John Blair
 Membership: NARTB
 President: B. F. Orr
 Station Manager: Roy Herndon
 Sales Manager: Ray Bright
 Program Director: Tom Jacobs
 Publicity Director: Anna Jane Fortenberg
 News Director: Corwin Riddell
 Engineers: Tom Hiner, Lester Mullan
 Farm Editor: George Roesener
 Consulting Engr.: George Davis

KXYZ

HOUSTON—1930

ABC—SHAMROCK—BDTG

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By: Shamrock Bdcstg.
 Address: Gulf Bldg.
 Phone Number: CApitol 6151
 Transmitter Location: Deepwater
 Air Time: Unlimited
 News Service: AP, UP
 Transcription Service: Standard, Lang-Worth
 Representative: Free & Peters, Inc.
 Membership: NARTB, ABD, FMA
 President: Glenn H. McCarthy
 V.P., Gen. Mgr.: Fred Nahas
 Commercial Manager: Howard C. Evans
 Program Director: Ted Hills
 Production Director: Ken Bagwell
 Publicity Director: Jack Saunders
 News Director: George Peters
 Musical Director: Mack McCormick
 Chief Engineer: Gerald Chinski
 Farm Editor: Tim Nolan
 Counsulting Engr.: Dixie B. McKey & Asso.

KSAM

HUNTSVILLE—1938—KBS-MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: H. C. Bailes, M. B. Cauthen
 Address: Highway 75 So.
 Phone Number: 666
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Capitol
 Membership: NARTB
 Ptnr., Gen. Mgr.: H. C. Bailes
 Partner: M. B. Cauthen
 Commercial Manager: Ray Greer
 Program Director: Don Gullhug
 Prom. Mgr., Chief Engr.: Al Sebrong

KEBE

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: 6:30 a.m.-10 p.m.
 News Service: UP
 Transcription Service: Lang-Worth, SESAC
 Owner, Gen. Sta., Prom. Mgr.: Bill A. Laurie
 Commercial Manager: J. D. Spencer
 Program Director: Mrs. Emo Laurie
 News Dir., Chief Anncr.: Joe Mainz
 Chief Engineer: Eugene R. Kintz
 Consulting Engr.: Guy Hutchinson

KTXJ

JASJER—1948

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Fisher Tonahill
 Address: Texas Theatre Bldg.
 Phone Number: 580
 Transcription Service: SESAC, Capitol
 News Service: AP
 Partners: Joe Fisher, Joe Tonahill
 Gen. Mgr., News Dir.: Mason A. Lewis
 Commercial Manager: Gene Fuller
 Program Director: Betty Klein
 Promotion Manager: Ed Keim
 Chief Engineer: Fred Smith
 Farm Editor: E. V. Weiser

KERB

KERMIT—1950

Frequency: 600 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Radio Sta. KERB, Inc.
 Address: 107 So. Mulberry
 Phone Number: 1080
 Transcription Service: Lang-Worth
 News Service: UP
 Pres., Gen. Mgr.: George H. Cook
 Sta. Mgr., News Dir.: Clarence M. Garnes
 Commercial Manager: Jes Stanton
 Program Director: Charles Van Gundy
 Promotion Manager: Glen Duke
 Chief Engineer: Marvin Bowles
 Farm Editor: Robert Simpson

KEVT

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
 Representative: Best
 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 Radio Bldg.
 Phone Number 2001
 Transmitter Location Martin & Ross Sts.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Representative Hil F. Best
 President Roy G. Terry
 General Manager L. W. Christie
 Station Manager H. A. Degner
 Program Director Richard Wheeler
 Chief Engineer Karem O. Soule
 Farm Editor Peggy Rose

K I N E

KINGSVILLE—1948

Frequency: 1330 Kc. Power: 1000 Watts d.
 Address 205 E. King St.
 Phone Number 1317
 Transmitter Location Bishop
 Air Time Daytime
 News Service UP
 Representative Hil F. Best
 Membership NARTB, BAB
 President Josephine Pate Kidd
 General Manager Ben A. Glusing
 Comm., Sta. Mgr. Eston R. Pace
 Chief Engineer R. T. Whitaker

K P E T

LAMESA—1946—KBS

Frequency: 690 Kc. Power: 250 Watts d.
 Operated By Lamesa Bcstg. Co.
 Business Address 408½ No. Second
 Phone Number 671-690
 Studio Trans. Location 2 Mi. S. Lamesa
 Air Time Local sunrise-sunset
 News Service AP
 Membership NARTB
 Owners R. O. Parker, Ross Woodson
 Gen.-Sta. Mgr. Bob Bradbury
 Sales Prom. Mgr. Clayton Barkhurst
 Commercial Mgr. Clayton Jay
 Program Dir. Olene Blewett
 Chief Announcer Bob Harris
 Chief Engineer Eugene Cornelius
 Farm Editor Hugh Smith

K H I T

LAMPASAS—1948—LIBERTY

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Lampasas Bcstg. Co.
 Address P. O. Box 228
 Phone Number 721
 Representative Best
 Transcription Service Lang-Worth
 News Service UP
 Owner, Gen. Mgr. W. R. Pierre

Pgm. Dir., Sta. Mgr. C. E. Harrison
 Chief Engineer Don Peak

K L V T

LEVELLAND—1949

Frequency: 1230 Kc. Power: 250 Watts d., n.
 Owned-Oper. By Herald Bcstg. Co.
 Address P. O. Box 866
 Phone Number 1030
 Transmitter Loc. Farm to Market Hiway.
 Air Time 6:00 a.m. to 11:00 p.m.
 News Service AP
 Transcription Service Standard
 Station Representative Hil F. Best
 Membership NARTB, BAB
 President, Owner Forrest Weimhold
 Gen., Sta. Mgr. Gerald H. Sanders
 Comm., Prom. Mgr. Pub. Dir. Joe Garrison
 Pgm., Prod., Music. Dir. Wayne Will
 Chf. Anncr., News Dir. Wayne Robison
 Chf. Engr., Farm Edit. Joe Lazzeri

K V O W

LITTLEFIELD—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By J. S. Rothwell, J. B. McShan
 Business Address Box 192
 Phone Number 400
 Studio-Transmitter Location Clovis Hwy.
 Air Time 6:30 a.m.-10 p.m.
 News Service AP
 Transcription Service SESAC
 President J. C. Rothwell
 Gen., Comm. Mgr. B. McShan
 Program Director Othell W. Witsoun
 Chief Engineer Les Miller

K F R O

**LONGVIEW—1934
 ABC-KBS-TEX. STATE**

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Oper. By Voice of Longview
 Bus.-Studio Address Curtis Bldg.,
 P. O. Box 792
 Phone Number 1370, 411
 Transmitter Location 2118 Marshall Ave
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative Donald Cooke
 Membership NARTB
 President James R. Curtis

K L T I

LONGVIEW—1948

Frequency: 1280 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Operated By LeTourneau Radio Corp.
 Address P. O. Box 1866
 Phone Number 4331
 Studio-Trans. Address Mobberly Ave. Ext.
 Air Time 6 a.m.-Sunset

News ServiceUP
 Transcription Service ... Associated, Standard
 MembershipNARTB, BAB
 Representative Hil F. Best
 President..... R. G. LeTourneau
 Gen., Sta. Manager..... Lloyd Hawkins
 Commercial Manager..... Art Green
 Program, Music Dir.....Lawrence Birdsong
 Chief Engineer..... Ken Maxwell

K C B D

LUBBOCK—1947—MBS

Frequency: 1590 Kc.....Power: 1000 Watts
 Owned-Operated By.....Caprock Bcstg. Co.
 Business-Studio Address.....1803 Broadway
 Phone Number6348
 Transmitter Location.....U. S. Hway, 84
 Air Time6 a.m.-12 M.
 News ServiceAP
 Transcription ServiceWorld
 Representative.....John E. Pearson
 MembershipNARTB
 President, General Mgr..... Joe H. Bryant
 Prog. Dir., Sta. Mgr..... Robert L. Snyder
 Commercial Manager..... Leroy 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 Number5567
 Transmitter Location.....2312 Fifth St.
 Air Time.....6 a.m.-M.
 News Service.....AP, UP
 Transcription ServiceStandard
 RepresentativeTaylor Co.
 MembershipNARTB, BAB
 President.....Gene A. Howe
 General Manager.....Gordon Thompson
 Sta., Comm. Mgr.....Gordon Thompson
 Sales Prom. Mgr.....Leete Lackson
 News, Music, Pub., Prod.,
 Program DirectorNoel (Bud) Thompson
 Chief Engineer.....W. S. Bledsoe
 Farm Director.....Jack Creel
 Consulting Engr.....A. Earl Cullum

K S E L

LUBBOCK—1946

Frequency: 950 Kc.....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By.....Lubbock Bcstg. Co.
 Business Address1412½ Texas Ave.
 Phone Number6376
 Transmitter Loca.....½ Mi. E. of Courthouse
 Air Time6 a.m.-M.
 News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeWm. G. Rambeau & Co.
 President.....Walter G. Russell

General Manager.....David P. Pinkston
 Commercial Mgr.....M. M. Rochester
 Program Director.....Wayne Allen
 News Dir., Farm Edit.....Robert A. Nash
 Chief Engineer.....Roger V. Hively

K R B A

LUFKIN—1938—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Darrell E. Yates
 AddressLufkin
 Phone Number.....272, 1340
 Air TimeUnlimited
 Representative.....Continental Radio Sales
 MembershipNARTB
 Owner, Promotion Manager...Darrel E. Yates

K T R E

LUFKIN—1947—MBS-LONE STAR

Frequency: 1420 Kc.....Power: 1000 Watts d.,
 1000 Watts n.
 Owned-Oper. By...Forest Capital Bcstg. Co.,
 Inc.
 AddressP. O. Box 701
 Phone Number1420
 Transmitter Location.....114½ N. First St.
 Air Time.....Unlimited: 4:55 a.m.-1 a.m.
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeTaylor Co.
 MembershipNARTB
 President.....R. W. Wortham, Jr.
 Gen., Sta., Comm. Mgr.... Richman G. Lewin
 Promotion Manager.....Kenneth Barfield
 Program Director.....Royce Christenson
 Prod., Pub. Dir.....Murphy Martin
 Chief Announcer.....Hampton Keathley
 News Director.....Roger Sizoo
 Musical Director.....Ernestine Burroughs
 Chief Engineer.....Fred C. Hill
 Farm Editor.....Hampton Keathley
 Consulting Engineer.....Bill Antoney

K M H T

**MARSHALL—1947
 MBS—TEX. STATE—KBS**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Marshall Bcstg. Co.
 Business-Studio Address.....109 W. Rusk St.
 Phone Number7826-7
 Transmitter Location... Old Jefferson Hway.
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceLang-Worth
 PresidentF. M. Skinner
 General Mgr.....Russ Lamb
 Station Manager.....Myrl Stein
 Commercial Manager.....Ray Lawson
 Program Director.....Bill Tompkins
 Chief Announcer.....Bill Merrill
 Chief Engineer.....R. L. Clay

K R I O

**McALLEN—1947—ABC
MBS—TEXAS STATE**

Frequency: 910 Kc. Power: 1000 Watts
Owned-Oper. By. Frontier Bcstg. Co., Inc.
Business Address. P. O. Box 1551
Phone Number. 1700-1, 1440
Transmitter Location. 3 Mi. W. of Edinburg
Air Time. 6 a.m.-M.
News Service UP
Transcription Service Capitol
Representative Weed
President. Gene L. Cagle
Sta., Gen. Manager. Ingham S. Roberts
Commercial Manager. Phillip D. Dixon
Program Director. Normand Mann
Publicity Director. Hubbert H. Dancy
Chief Engineer. Wm. Meiners
Farm Editor Don James

K M A E

McKINNEY—1947

Frequency: 1600 Kc. Power: 1000 Watts d.
Owned-Oper. By. McKinney Air Enterprises,
Inc.
Bus.-Studio Address. 218 E. Virginia St.
Phone Number 183-4
Transmitter Location. 1½ Mi. W. of McKinney
Air Times 6:30 a.m.-sunset
News Service AP
Transcription Service Lang-Worth
Membership NARTB
Pres., Gen. Mgr. George W. Smith, Jr.
Sta. Mgr., Prog. Dir. Denise Adkins
Commercial Manager. H. J. Porter
Chief Announcer, Engr. C. W. Rampy

K C R S

**MIDLAND—1935—ABC
TEXAS STATE**

Frequency: 550 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By. Clarence Scharbauer, Jr.,
Ruth Scharbauer
Business-Studio Address. 112 W. Missouri St.
Phone Number 1080
Transmitter Location. W., Hiway 80
Air Time 6:30 a.m.-11:30 p.m.
News Service UP
Transcription Service Standard
Representative John E. Pearson
Membership NARTB, BAB
President. Clarence Jr. & Ruth Scharbauer
General Station Manager. J. M. McDonald
Commercial Manager G. L. McDonald
Sales Prom. Mgr. Harlan Shade
Program Director Wally Jackson
Chief Announcer Doyce Elliot
News Director Wally Jackson
Chief Engineer. Tom Yates
Consulting Engr. McIntosh & Inglis

K J B C

MIDLAND—1950

Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Oper. By. Jack Cecil
Address. Radio Sta. KJBC
Phone Number 4066
Representative Bowles
News Service UP
Pres., Gen. Mgr., Chief Engr. Jack Cecil
Commercial Manager. Bill Joyce
Pgm., News Dir. John Drummond
Promotion Manager. Bill Mathis

K O R C

MINERAL WELLS—1946—LBS

Frequency: 1140 Kc. Power: 250 Watts d.
Owned-Operated By. Raymond River
Phone Number. 319, 203
Transmitter Location. N.E. edge of City
Air Time Sunrise-Sunset
News Service AP
Transcription Service Lang-Worth
Representative Hil F. Best
Pres., General Mgr. Raymond River
Commercial Manager John Michael
Program Director. Ellen McDade
Chief Announcer. Kenneth Tucker
News Director Thelma Doss
Chief Engineer Jerry Hickman

K V K M

MONAHANS—1946—MBS—LBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. Chas. Stuckey Enterpr., Inc.
Address 317 So. Hoxie St.
Phone Number 438-9-4
Transmitter Loc. 1½ mi. No. Hwy. 82
News Service UP
Transcription Service World
Representative Hil F. Best
Membership NARTB, BAB
Pres., Gen. Sta. Mgr. Charles W. Stuckey
Comm. Mgr. Woodrow Groves
Program Director. Jacqui Tipton
Chief Anncr., News Dir. Larry Fischer
Chief Engineer Clifford La Greide

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
News Service AP
Transcription Service Lang-Worth
Membership NARTB
President, General Manager. Winton O. Ward
Commercial Manager. Jessie Pate
Program Director. Lee Dacus
News Director. Meador Lowrey

KECK

Dial "920"



FIRST in Permian Basin
in Coverage
in Listeners-Conlan
survey year in and year out in Local
Sports
in Nation's Richest Market

Fastest Growing Market in the U. S. Supply
center for over 25,000 Producing Oil
Wells in Permian Basin

HOME of the World's Largest Carbon Black
Plant

Effective Buying Power—\$1,470 per capita

COVERS 18 counties in West Texas,
3 in New Mexico
63,610 radio homes in 1/2 millivolt
area
It costs less than .07 to reach
1,000 homes in KECK's primary
area.

Auto registry—first 6 months—60,856

Population—234,500

Total Sales—\$232,675,000

Total General Food Sales—\$49,622,000

Source—Standard Rate and Data 1950-1951
Consumers' Market

1000 Watts-D-Nondirectional

500 Watts-N-Directional

Ben Nedow,

Owner and General Manager

National Representative

FORJOE AND COMPANY, INC.

19 W. 14th Street, New York 18, N. Y.

KECK

ODESSA, TEXAS

Your Best Buy in Radio

TEXAS

KOSF

NACOGDOCHES—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Kelly Bell
Address: Box 8
Phone Number: 1230
Transmitter Location: 1 1/2 mi. S. on Hiway 59
Air Time: 5 a.m.-10:30 p.m.
News Service: UP
Transcription Service: Lang-Worth
Membership: NARTB
President: Kelly Bell
General Manager: J. C. Stallings
Chief Engineer: Frank Murray

KSFA

NACOGDOCHES—1947—LBS

Frequency: 860 Kc. Power: 1000 Watts d.
Owned-Oper. By: Nacogdoches Br. Co., Inc.
Address: Box 506, North St. Sta.
Phone Number: 860
Transmitter Location: 15 Mi. E. Pruitt Hill
Air Time: Daytime
Transcription Service: Capitol
Representative: Paul Girard
Pres., Gen. Sta., Comm. Mgr.: Wilbur C. Fouts
Chief Anncr.: Grady Bass
Publicity Director: Sara Jane Moon
News Director: J. W. Mitchell
Chief Engineer: C. C. Taylor
Farm Editor: J. W. Mitchell

KGNB

NEW BRAUNFELS—1950

Frequency: 1420 Kc. Power: 1000 Watts d.
Owned-Oper. By: Comal Bcstg. Co.
Address: 184 Castell
Phone Number: 1612
Transcription Service: Thesaurus, Cole
News Service: AP
President: Charles W. Scuggs
V.P., Gen., Comm. Mgr.: F. T. Wilson
Pgm., News Dir.: Howard Edwards
Chief Engineer: Lawrence Krueger
Farm Editor: Allen Crenwelge

KECK

ODESSA—1947

Frequency: 920 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Operated By: Ector County Bcstg. Co.
Business Address: 120 W. 3rd St.
Phone Number: 5791-2
Transmitter Location: Hwy. 80, 3 Mi. W.
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Lang-Worth, Standard
Representative: Forjoe
Owner, Gen.-Sta. Comm. Mgr.:
Pub. Dir.: Ben Nedow
Prod., Prg. Director: Roy Elsner

Chief Announcer.....Greg Gregory
 News Editor.....Dick Maphet
 Musical Director.....Glenda Huffman
 Chief Engineer.....John Rowlets, Jr.
 Farm Editor.....Tom Rollins
 Consulting Engr.....Lohnes & Culver

K O S A

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 Co.
 Membership.....NARTB
 President.....Paul Moss
 General Manager.....Cecil L. Trigg
 Commercial Manager.....Jay Mehoffey
 Sales Prom. Mgr.....Ed Costello
 Continuity Director.....John Guffey
 Program Manager.....John Vacca
 Publicity Director.....Virginia Heffin
 Chief Announcer.....Tom Edwards
 Musical Director.....Lory Blalock
 Chief Engineer.....James Simpson
 News Editor.....Ed Costello
 Farm Editor.....Vince Paul
 Consulting Engr.....Ed Talbot

K R I G

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
 Promotion Manager.....Floyd Marshall
 Commercial Manager.....Jack Howard
 Station Manager.....Marguerite Larue
 Program Director.....Robert Smith
 Chief Engineer.....Harold Poole

K O G T

ORANGE—1947—LBS—KBS

Frequency: 1600 Kc...Power: 1000 Watts d., n.
 Owned-Oper. By...Sabine Area Brcstg. Corp.
 Address.....Lucas Bldg.
 Phone Number.....8-4381
 Transmitter Location.....Hiway. 87 No.
 Air Time.....6:00 a.m. to 11:00 p.m.
 News Service.....UP

Transcription Service.....Associated
 Station Repr.....Hill F. Best
 President.....M. L. Jacobs
 Gen., Sta. Manager.....Fred LeMieux
 Comm. Manager.....Rocky Stone
 Sales Promotion Manager...Frank Dusenbury
 Program Director.....Hugh Herrington
 Prod. Director.....Jerry Oppel
 Publicity Director.....Miriam Graham
 Chief Announcer.....Eddie Garcia
 News Director.....Fred LeMieux
 Musical Director.....Jerry Oppel
 Chief Engineer.....Wallace Odom
 Farm Editor.....Mary Alice Lakey
 Consulting Engineer...Broadcasters Serv. Co.

K N E T

PALESTINE—1936—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Palestine Bcstg. Corp.
 Business-Studio Address.....Hotel O'Neill
 Phone Number.....8686
 Transmitter Location.....Jacksonville Hway.
 Air Time.....6:30 a.m.-10 p.m.
 News Service.....UP
 President.....B. A. Laurie
 Station Manager.....Don Norton
 Prog. Dir.-Chief Ann.....Marvin Crain
 Publicity Director.....LaVeda Norrls
 Chief Engineer.....Jimmie Richardson

K P D N

PAMPA—1936—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By C. H. Harry & Jane Hoiles
 Hardie
 Address.....212 N. Baillard
 Phone Number.....1100
 Trans. Location...Texas Hway. 60 E. of Town
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....World
 Representative.....Sears & Ayer
 Membership.....NARTB
 General Manager.....Ralph Julliard
 Station Manager.....Coy Palmer
 Pgm., News Dir.....Kay L. Fancher
 Musical Director.....Rudi Marti
 Chief Engineer.....Garth W. Osborn
 Farm Editor.....Robbin Tibbits
 Consulting Engineer.....Sillman & Barclay

K P L T

PARIS—1936—ABC—TEXAS STATE

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.....Hway. 271
 Air Time.....Unlimited
 News Service.....AP
 Representative.....John E. Pearson
 President.....A. Boyd Kelley

TEXAS

Gen., Sta. Manager... Fred Kincaid
Commercial Mgr. ... John Allen
Program Director ... Carol Hill
Chief Engineer... Paul H. Dantels

KLVL

PASADENA—1950

Frequency: 1480 Kc... Power: 1000 Watts d.
Owned-Oper. By... Felix H. Morales
Address... Pasadena State Bank Bldg.
Phone Number ... 7261
Owner, Gen. Mgr... Felix H. Morales
Commercial Manager... Victor Lara Ortegon
Promotion Manager... Alejandro Santiesteban
Secretary-Treasurer... Mrs. Felix Morales
Pgm., News, Farm Dir... Daniel Antoon
Chief Engineer... Eugene C. McNally

KIUN

PECOS—1935—MBS—LBS—KBS

Frequency: 1400 Kc... Power: 250 Watts
Owned-Oper. By... Jack Hawkins, Barney Hubbs
Business-Studio Address... 306 S. Sedar St.
Phone Number ... 999-8
Transmitter Location... 1 Mi. N. of Town
Air Time ... 7 a.m.-11 p.m.
News Service ... UP
Representative ... Hil F. Best
Gen.-Sta. Mgr... Jack Hawkins
Comm., Prom. Mgr... David Martin
Program Director ... Carl Reeves
Publicity Dir. ... Barney Hubbs
Chief Announcer ... James Hurley
News Director ... J. V. Davis
Consulting Chf. Engr... Harry W. Boehemann

KEYE

PERRYTOWN—1948—MBS

Frequency: 1400 Kc... Power: 250 Watts
Owned-Oper. By... Great Plains Bcstg. Co.
Address ... Perryton
Transmitter Location... 1/2 Mi. W. City
Air Time ... 6 a.m.-10:30 p.m.
Transcription Service... Lang-Worth, Capitol
Membership ... NARTB
President ... Carl Ellis
Gen., Sta., Comml. Mgr... Irvin R. Buchanan
Program Director ... Zeb Williams
Chief Engineer... Coy Thompson

KVOP

PLAINVIEW—1944—MBS-KBS

Frequency: 1400 Kc... Power: 250 Watts
Owned-Oper. By... KVOP, Inc.
Business-Studio Address... Veigle Bldg.
Phone Number ... 400
Transmitter Location... Wayland College
Grounds
Air Time ... 6 a.m.-11 p.m.
News Service ... AP
Transcription Service ... Capltol
Membership ... NARTB

President ... W. J. Harpole
General Manager ... Kermit Ashby
Station Manager... Rial L. Campbell
Commercial Manager... Bill Harrell
Pub. Dir., Sales Prom. Mgr... Bob Zallermayer
Program Director... Keith Loyd
Farm Edit, Chief Anncr... Jimmy Aiken
News Director ... Bob Ward
Chief Engineer... Clark Norris
Consulting Engr... Comml. Equip. Co.

KOLE

PORT ARTHUR—1947—LIBERTY

Frequency: 1340 Kc... Power: 250 Watts
Owned-Oper. By... Port Arthur Bcstg. Co.
Business Address... P. O. Box 1126
Phone Number ... 2-9436-7-8
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 ... Friedenber
Membership ... NARTB
General-Station Manager... Socs Vratiss
Commercial Manager... Glenn Hewitt
Promotion Manager... Marianne Baker
Ptnr., Pgm. Dir... Mary Anne Petru
News Director ... Hal Parkes
Musical Director... Jerry Oppel
Chief Engineer... Hulan Smith
Farm Editor... Katie Pruitt

KPAC

PORT ARTHUR—1934—MBS

Frequency: 1250 Kc... Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By ... Port Arthur College
Bus.-Studio Address... 1515 Lakeshore Dr.
Phone Number ... 5-7458
Transmitter Location... Orange Hway.
Air Time ... 6 a.m.-12 M.
News Service ... AP
Transcription Service ... Standard
Representative ... Pearson
Membership ... NARTB, BAB
Sta., Gen. Manager... Marjorie R. Vickers
Sales Prom. Mgr... George Crouchet, Jr.
Program Director ... Corinne Enos
Production Director... Carrol Vines
Publicity Director... Mack Newberry
Chief Announcer... Joel Swanson
News Director ... Glenn Earl
Chief Engineer... M. Glenn Boatright

KFRD

ROSENBERG—1948

Frequency: 980 Kc... Power: 1000 Watts d.
Owned-Oper. By ... Ford Bend County Bcstg. Co.
Business Address... P. O. Box 832
Phone Number ... 980

TEXAS

Transmitter Location..... Extension of Ave. N.
Air Time..... 6 a.m.-Sunset
News Service..... UP
Transcription Service..... Captlols
President..... Mart Cole
News, Pub. Dir., Comm.,

Gen. Mgr..... Jim Hairgrove
Program. Director..... Bess Elder
Prod., Music Dir., Chf. Ann..... Mark Davis
Chief Engineer..... Frank Wood
Farm Editor..... Jim Hairgrove
Asst. Farm Editor..... Ben Oldag

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..... NARTB
President..... H. C. Ragsdale
General-Station Manager... Lewis O. Seibert
Commercial Manager..... Bill Williamson
Program Director..... Patty Scott
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..... P. O. Box 1565
Phone Number..... 7183
Transmitter Location..... Robert Lee Rd.
Air Time..... Unlimited
News Service..... AP
Transcription Service..... Capitol
Representative..... Taylor
Membership..... NARTB
President..... Armistead D. Rust
General Manager..... Robert McClellan
News Dir., Comm. Mgr..... Walton Foster
Program Director..... Don Phillips
Chief Engineer..... Robert Benson

K A B C

SAN ANTONIO—ABC

Frequency: 680 Kc..... Power: 50,000 Watts d.;
10,000 Watts n.

Owned-Oper. By..... Alamo Bcstg. Co., Inc.
Business-Studio Address..... Milam Bldg.
Phone Number..... Fannin 3126
Air Time..... 5 a.m.-12 M.
News Service..... AP
Transcription Service..... World
Representative..... John Blair
Membership..... NARTB, BAB

President..... Gene L. Cagle
Gen., Sta. Mgr..... Bill Michaels
Asst. Manager..... Earle Fletcher
Program Director..... Jim Wiggins
Musical Director..... Grace Jones
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..... 310 S. Flores St.
Phone Number..... Cathedral 1301
Air Time..... Unlimited
Representative..... Everett McKinney
Membership..... NARTB
President..... Raoul A. Cortez
Commercial Manager..... William P. Smythe
Program Director..... Marvin N. Broyles

K I T E

SAN ANTONIO—1947

Frequency: 930 Kc..... Power: 1000 Watts d.

Owned-Operated By... Charles W. Balhrope
Business-Studio Address... 310 Transit Tower
Phone Number..... Fannin 0335
Transmitter Location..... Dartmouth and
Stephenson Rd.
Air Time..... 5 a.m.-Sunset
News Service..... AP
Representative..... IMS
General Manager..... Charles W. Balhrope
Commercial Manager..... Alex A. Coe
Program Director..... Alec Chesser
News Director..... Glen Krueger
Chief Engineer..... John Siercovich

K I W W

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

K M A C

**SAN ANTONIO—1926
MBS—TSN—LBS**

Frequency: 630 Kc..... Power: 5,000 Watts d., n.

Owned-Oper. By..... Howard W. Davis
Address..... 222-24 W. Commerce St.
Phone Number..... Cathedral 6211
Transmitter Location... Hwy. 87, Martinez and
Converse Road
Air Time..... 6:00 a.m. to 1:00 p.m.
Station Representative..... Pearson Co.
Pres., Gen., Sta. Mgr..... Howard W. Davis

T E X A S

Commercial Mgr. Earl J. Hawthorne
 Sales Promotion Manager Sam Young
 Program Director A. S. (Tony) Bessan
 Publicity Director Sandi Comparine
 Chief Announcer Ted Johnson
 Musical Director Kay Underwood
 Chief Engineer Al Knight
 Farm Editor Harry O'Connor
 Consulting Engineer McIntosh and Inglis

KONO
SAN ANTONIO—1927

Frequency: 860 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By Eugene J. Roth
 Address Box 2338, 317 Arden Grove
 Phone Number Fannin 5171
 Transmitter Loc. Gembler Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative Forjoe
 Membership NARTB, BAB
 Pres., Owner Eugene J. Roth
 General Manager Jack L. Pink
 Station Manager Bob Roth
 Commercial Manager James M. Brown
 Program Director Robert F. Jenkins
 Publicity Director Jack Roth
 News Dir., Chf. Anncr. Ray Hunt
 Chief Engineer George Ing
 Farm Editor Blake McCreless
 Consulting Engr. Lynne Smeby

KTSA

SAN ANTONIO—1922—CBS

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Operated By Sunshine Bcsta. Co.
 Business-Studio Address Ave. E. & 3rd St.
 Phone Number Garfield 1251
 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, Coram. Mgr. Charles D. Lutz
 Program Director H. H. Carr
 Chief Engineer W. G. Egerton
 Consulting Engr. Jansky & Bailey

WOAI

SAN ANTONIO—1922—NBC

Frequency: 1200 Kc.; Power: 50,000 Watts d., n.
 Owned-Oper. By Southland Industries, Inc.
 Address 1031 Navarro St.
 Phone Number Garfield 4221
 Air Time Unlimited
 News Service AP, INS, UP
 Transcription Service Capitol, Standard
 Representative Edward Petry & Co., Inc.
 President Hugh A. L. Halff
 General Manager Arden X. Pangborn
 Commercial Manager Jack Keasler

Sales Promotion Manager Dallas Wyatt
 Pgm., Prod. Director Jerry Lee
 Publicity Director Imogene Stanley
 News Directors Henry Howell (Day),
 Austin Williams (Night)
 Musical Director Melvin Winters
 Chief Engineer Charles L. Jeffers
 Farm Editor Bill Shomette
 Consulting Engineer A. D. Ring & Co.

KCNY

SAN MARCOS—1948

Frequency: 1470 Kc. Power: 250 Watts
 Owned-Oper. By Central Brcstg. Co.
 Address P. O. Box 32
 Phone Number 888
 Transmitter Location 1105 McKie St.
 Air Time 6:00 a.m. to Sunset
 Station Representative Hil F. Best
 Pres., Gen. Manager Edw. C. James
 Sta., Comm. Mgr., Prog.,
 Prod. Dir. Jim Coston
 Chief Ann., News, Mus. Dir. Bob Burton
 Chief Engineer Bob Martens
 Farm Editor Meredith Macfarland
 Consulting Engineer Joel M. Hirsch

KWED

SEGUIN—1948

Frequency: 1580 Kc. Power: 1000 Watts d.
 Owned-Oper. By W. Lawson, G. Kiel
 Business-Studio Address 200 S. Camp St.
 Phone Number 1580
 Transmitter 1/2 Mi. N. on McQueeney Rd.
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 Representative Hil F. Best
 Gen., Station Mgr. Garfield Kiel
 Comm., Sales Prom. Mgr. Stan McKenzie
 Prog. Dir., Chief Announcer Henry Lehnhoff
 Chief Engineer Richard Zuehl
 Farm Editor Stan McKenzie
 Consulting Engr. Guy Hutcheson

KSEY

SEYMOUR—1950

Frequency: 1230 Kc. Power: 100 Watts
 Owned-Oper. By W. C. Moss, Jr.
 Address P. O. Box 295
 News Service AP
 Pres., Gen., Comm. Mgr. W. C. Moss, Jr.
 Chief Engineer A. E. Turner
 Secy.-Bkpr. Elizabeth Moss

KEVA

SHAMROCK—1949

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By Shamrock Texas Bcstg. Co.
 Address P. O. Box 20
 Phone Number 820
 Air Time Daytime

TEXAS

News ServiceUP
Transcription ServiceLang-Worth
PresidentAlbert Cooper
General Manager.....Hal Blymiller
Chief Engineer.....Acton Tillery

KRRV

SHERMAN DENNISON—1936
MBS-TEX STATE

Frequency: 910 Kc. Power: 1000 Watts
Owned-Oper. By Red River Valley Bcstg. Corp.
Address.....319 S. Fannin (Dennison)
421 N. Crockett (Sherman)
Phone Number. 428 (Dennison); 201 (Sherman)
Representative Pearson
Transcription Service..... Associated, World
News ServiceUP
President..... G. H. Wilcox
General Manager. Tom E. Spellman (Sherman)
W. E. Wilcox (Dennison)
Comm. Mgr.... Claude Cunningham (Sherman)
Lynn Williams (Dennison)
Program Director..... Earl Ellington
Promotion Manager..... Ken Rowe, Jr.
Chi Engineer..... Tom Johns

KTAN

SHERMAN—1947—KBS

Frequency: 1500 Kc. Power: 250 Watts d.
Owned-Operated By. Sherman Bcst. Corp.
Business-Studio Address..... P. O. Box 661
Phone Number2910
Transmitter Location. ½ Mi. N. of Sherman on
Hwy. 75
Air Time Daytime
Representative Hil F. Best
President E. T. Fant, Jr.
Gen., Sta., Comm. Prom. Mgr. William A. Jaco
Prod., Pgm. Director..... Jim Shelton
Chief Announcer M. C. Followell
Chief Engineer W. Paul Phillips
Consulting Engr. Merle Saxon

KSNY

SNYDER—1949—LBS

Frequency: 1280 Kc. Power: 500 Watts d.
Owned-Oper. By John Blake
Address Snyder
Phone Number 1280
Air Time Daytime
News ServiceUP
Transcription ServiceLang-Worth
Representative Hil F. Best
Owner John Blake
General Manager Charles R. Wolfe
Chief Engineer..... Don Morris

KDWT

STAMFORD—1946—MBS

Frequency: 1400 Kc.; Power: 250 Watts d. n.
Owned-Oper. By David W. Ratliff

Phone Number 1400 or 866
Transmitter Location..... Highway 380
Air Time 7 a.m. to 10 p.m.
Membership NARTB
Pres., Gen., Sta. Mgr. David W. Ratliff
Commercial Manager Lahoma Dickson
Sales Prom. Mgr., Pgm. News.

Production Director Phil Keener
Pub. Dir., Chf. Eng..... Opal Davis
Chief Announcer Ken Skillern
Farm Editor Ken Skillern
Consulting Engineer Guy C. Hutcheson

KSTV

STEPHENVILLE—1950

Frequency: 1510 Kc. Power: 250 Watts d.
Owned-Oper. By John Blake
Address..... P. O. Box 102
Phone Number 950
Transcription Service Standard
News ServiceUP
President John Blake
Gen. Mgr., News Dir..... Thomas Blake
Program Director..... William Prince
Chief Engr., Farm Editor..... Roy Johnson

KSST

SULPHUR SPRINGS—1947

MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By... Hopkins County Bcstg. Co.
Bus-Studio Address..... Radio Rd.
Phone Number 1230
Transmitter Location..... Radio Rd.
Air Time 6 a.m.-10:15 p.m.
News Service AP
Representative Hil Best
President William N. Edwards
V.-P., Gen. Sta. Mgr..... Bill Bradford
Commercial Manager..... Clovis Pinion
Publicity Director, Farm Edit.. Bill McDougall
Pgm. Dir., Chief Anncr..... Tom Brubaker
News Director Margaret Thomas
Chief Engineer William E. Bradford, Jr.

KXOX

SWEETWATER—1939—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Sweetwater Radio, Inc.
Bus-Studio-Transmitter Address.... Box 570,
Roby Hwy. 70
Phone Number 4655-6
Air Time 6:15 a.m.-11 p.m.
News ServiceUP
Transcription Service..... Standard
Representative Hil F. Best
President..... J. S. McBeath
Gen., Sta. Manager..... J. Harley Hubbard
Comm., Sales Prom. Mgr..... Elwood Fritch
Prod., Pub., Pgm. Dir., Chf. Ann..... Al Cobb
Chief Engineer..... J. T. Allen
Farm Editor Tom Porter

KTAE

TAYLOR—1948—LBS

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By KTAE, Inc.
 Business Address Box 191
 Phone Number 1260
 Transmitter Location Hwy. 95
 Air Time Daytime
 News Service UP
 Transcription Service World
 Pres., Gen., Prom., Sta., Comm. Mgr.,
 Pub. Dir. Graham Gillis Conoley
 Chief Announcer Dick Lewis
 Prod., Pgm., News Dir. R. S. Heller
 Chief Engineer Gordon W. Rainey
 Farm Editor Bob Mitchell
 Consulting Engr. Guy Hutcheson

KTEM

TEMPLE—1936—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Bell Bcstg. Co., Inc.
 Business-Studio Address 17 S. Third St.
 Phone Number 5252
 Transmitter Location ½ Mi. N. of Temple
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Membership NARTB
 President Frank W. Mayborn
 General Manager Burton Bishop
 Commercial Manager J. E. Callaway
 Chief Engineer Curtis M. Casey

KTER

TERRELL—1950

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By Terrell Bcstg. Corp.
 Address Walnut & State Sts.
 Phone Number 1710
 Transcription Service SESAC
 News Service UP
 Pres., Gen. Mgr. Frederick I. Massengill, Jr.

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, Cole
 Representative Taylor
 Membership NARTB
 General Manager Frank O. Myers
 Commercial Manager Thomas Dillahunty
 Program Director Herman Cecil
 News Director Robert Jones
 Chief Engineer Harvey Robertson

KTFS

TEXARKANA—MBS

RAZORBACK-KBS-COTTON BELT

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Texarkana Bcstg. Co.
 Bus.-Studio Address 409½ State Line Ave.
 Phone Number 3-5123
 Transmitter Location Robinson Rd.
 Air Time 5a.m.-11 p.m.
 News Service UP
 Transcription Service World
 Membership NARTB
 Pres., Gen. Mgr. David M. Segal
 Station Manager Dave Chapman
 Commercial Manager Tom Alford
 Chf. Ann., Prod. Dir. Bill Mitchell
 Musical Director Jim City
 Chief Engineer Orvil Johnson

KTLW

TEXAS CITY—1948—KBS

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Oper. By Texas City Bcstg. Service
 Business-Studio Address Showboat Theater
 Bldg.
 Phone Number 5-4418
 Transmitter Location Moses Lake
 Air Time Sunup to Sunset
 News Service UP
 Transcription Service Capitol, Thesaurus
 President J. G. Long
 Prom., Gen. Mgr. Joe Brown
 Station Manager John F. Miller
 News, Pgm. Dir. Randy Evans
 Chief Engineer M. D. Wagner

K G K B

TYLER—1930—MBS KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Lucille Buford
 Business-Studio Address P. O. Box 548
 Phone Number 23875
 Transmitter Location N. Church & Carlyle
 Air Time 5:30 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Pearson, Grant, Girard
 Membership NARTB
 General Manager Lucille Buford
 Chief Announcer Sam Matthews
 Program Director J. Edwin Smith
 Chief Engineer Hudson C. Collins

KTBB

TYLER—LIBERTY-LONE STAR

Frequency: 600 Kc. Power: 500 Watts d.
 Owned-Operated By Blackstone Bcstg. Co.
 Business-Studio Address Blackstone Hotel
 Phone Number 4-7278-9
 Transmitter Location Omen Rd.
 Air Time 6 a.m.-sunset
 News Service UP
 Transcription Service Thesaurus

Representative Taylor Co.
 Membership NARTB, BAB
 Director S. H. Bothwell
 Prom., Comm., Gen., Sta. Mgr. M. E. Danbom
 Pgm. Dir., Chief Anncr. Don Tausch
 Production Director Dana W. Adams
 Publicity Director Virginia Morrow
 Chief Engineer Robert A. Wileman
 Farm Editor Sam Whitlow
 Consulting Engr. A. Earl Cullum, Jr.

KVOU
UVALDE—1947—MBS

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 NARTB
 Representative Continental
 Pnr., Gen. Mgr. Edward J. Harpole
 Partner W. J. Harpole
 Commercial Manager Joe Watson, Jr.
 Program Director Eldon Coward
 Pgm., Prom. Mgr. Burney Jones
 Chief Engineer Bob Hicks
 News, Farm Dir. Les Miller

KVWC
VERNON—1939—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Northwestern Bcstg. Co.
 Business-Studio Address 1813 Wilbager
 Phone Number 1048-9
 Air Time Unlimited
 Representative Clark
 Commercial Manager Ken Kendrick

KNAL
VICTORIA—1949—LBS

Frequency: 1410 Kc. Power: 500 Watts d.
 Owned-Operated By Victoria Bcstg. Co.
 Address 118 W. Forrest St.
 Phone Number 1410
 Transmitter Location So. of town
 Air Time Daytime
 News Service UP
 Transcription Service World
 Representative Hil F. Best
 Pres., Gen. Mgr. Truman Belcher
 Sta., Mgr., Chf. Ann. Jack Allen Shefrin
 Commercial Manager Lynwood Boehm
 Chief Engineer Charles Lewis
 Consulting Engr. Guy C. Hutcheson

KVIC
VICTORIA—1940—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By KVIC Bcstg. Co.
 Business Address Victoria Bank & Trust Bldg.
 Phone Number 1108-7
 Studio-Transmitter Location Cuero Hwy.

Air Time 5 a.m.-M.
 News Service AP
 Transcription Service World
 President J. G. Long
 Gen., Sta. Mgr., Pub. Dir. Robert Thorp
 Commercial Manager Bill Jackson
 Prom. Mgr., Pgm. Dir. Robert Cutting
 Production Director Patricia Breech
 Chief Anncr., News Editor Jim Traber
 Chief Engineer Robert McCown
 Farm Editor Cliff Berkman

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
 Representative Everett McKinney
 Membership NARTB
 President W. W. Callan
 General Manager M. N. Bostick
 Commercial Manager J. M. Brinegar
 Program Director C. L. Hinkle
 Production Director Al Mankin
 Chief Announcer Byron Lowrey
 Musical Director Barbara Lowrey
 Chief Engineer L. R. Grubbs

WACO
WACO—1922—ABC-TEXAS STATE

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Operated By Frontier Bcstg. Co.
 Business-Studio Address Amicable Bldg.
 Phone Number 2-6571
 Transmitter Location So. 12th St. Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Representative Weed
 Membership NARTB
 President Gene Cagle
 Vice-President Charles B. Jordan
 General Manager R. Lee Glasgow

KRGV
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 6 a.m.-12 M.
 News Service AP, UP
 Transcription Service Lang-Worth, SESAC
 Representative Taylor Co.
 Membership NARTB
 President O. L. Ted Taylor
 Sta., Gen. Mgr. Byron W. Ogle
 Commercial Manager Aubrey Jackson
 Program Director Jim Cook
 Publicity Director Ted Cressner

TEXAS—UTAH

Farm Edit., Chf. Anncr. Dick Harwell
 News Director Bob McDonald
 Chief Engineer O. L. Hartwig
 Consulting Engr. A. L. Cullum, Jr.

KFDX

WICHITA FALLS—1947

ABC-LONE STAR

Frequency: 990 Kc. Power: 10,000 Watts d.,
 1,000 Watts n.

Owned-Oper. By Wichtex Radio and Tel. Co.
 Address City Natl. Bldg.
 Phone Number 2-8668
 Transmitter Location Iowa Pk. Rd.
 Air Time 5:30 a.m. to 12 M.
 News Service AP, UP
 Transcription Service World
 Station Representative Taylor Co.
 Membership NARTB, BAB
 President Darrold A. Cannan
 General Manager W. P. Hood
 Commercial Manager Mott M. Johnson
 Local Sales Mgr. John R. White
 Sales Promotion Manager Howard Fry
 Asst. Mgr., Pgm., Prod. Dir. George Craig
 Publicity Director Howard Fry
 Chief Announcer Warren Silver
 Next Director Mike Carpenter
 Musical Director Jay Warren
 Chief Engineer John Adams
 Farm Editor Mike Carpenter
 Consulting Engineer George Davis

KTRN

WICHITA FALLS—1948—MBS-TSN

Frequency: 1290 Kc. Power: 5000 Watts d.;
 1000 Watts n.

Owned-Operated By Texoma Bcstg. Co.

Address 917½ Scott St.
 Phone Number 2-5214
 Transmitter Loc. City View Lane
 Air Time 6 a.m.-11:59 p.m.
 News Service AP
 Transcription Service Ullman, Capitol
 Membership NARTB
 President James B. Barnett
 General Manager Boyd Kelley
 Commercial Manager Sid Grayson
 Program Director Bill Richie
 News Director Leo Dougherty
 Chief Engineer Bob Harmon
 Farm Editor Glen Shelton

KWFT

WICHITA FALLS—1939—CBS

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By KWFT, Inc.
 Business-Studio Address P. O. Box 420
 Phone Number 4182
 Transmitter Location 3½ Mi. W. of town
 Air Time 5:30 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Standard
 Representative John Blair
 Membership NARTB
 President, General Manager Kenyon Brown
 Station Manager Charles E. Clough
 Comm. Sales Prom. Manager A. L. Pierce
 Program Director Blaine Cornwell
 Production Director Eddie Edwards
 Musical Director Lillie Mae Comiskey
 Publicity Director A. L. Pierce
 News Director Pat Halverson
 Chief Engineer Herbert T. Wiley
 Farm Editor Bill Tipton
 Consulting Engr. A. Earl Cullum, Jr.

UTAH

*Population 688,862—Increase + 25.2% (1940-1950)—Radio Homes 173,810
 Families 176,630—Stations in State 18*

KBUH

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
 Air Time Sunrise-sunset
 Representative Continental
 News Service UP
 Membership NARTB
 President Samuel L. Stephens, Sr.
 Comm. Mgr., Pgm. Dir. Wade Ebeling
 News Director Weston Vernon
 Gen. Mgr., Chief Engr. Sam Stephens, Jr.

KSUB

CEDAR CITY—1937—CBS

INTERMOUNTAIN

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By So. Utah Bcstg. Co.
 Phone Number 398-9
 Transmitter Location 7 Mi. W. of Cedar City
 Air Time Unlimited
 Transcription Service World
 Membership NARTB, BAB
 President Ivor Sharp
 Sta. Mgr. Arthur Higbee
 Chief Engr., Pgm. Dir. Robt. L. Heyborne
 Consulting Engr. Cutler R. Miller

K V N U

LOGAN—1938

MBS-INTERMOUNTAIN-KBS

Frequency: 610 Kc. Power: 1000 Watts
 Owned-Oper. By... Cache Valley Broadg. Co.
 Address 1393 N. Main St.
 Phone Number 1400
 Air Time 6:00 a.m. to 12:00 p.m.
 News Service UP
 Transcription Service World
 Station Representative Avery-Knodel
 President Herschel Bullen
 Gen., Sta. Mgr. Reed Bullen
 Comm. Mgr. A. George Raymond
 Pgm., Prod. Dir. Paul Coburn
 Chief Announcer Don Reber
 Chief Engineer Delmonte Olesen

K M U R

MURRAY—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Murray Bcstg. Service
 Address 4646 So. State St.
 Phone Number Murray 1360
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Langworth, Capitol
 Membership NARTB
 Pres.-Gen. Mgr. Oral J. Wilkinson
 Station Manager James Petersen
 Commercial Manager Howard Pingree
 Pgm.-Prod. Dir. Mitzi Patterson
 Chief Engineer Fred Weibell

K L O

OGDEN—1924

MBS-INTERMOUNTAIN

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Oper. By Interstate Bcstg. Corp.
 Address 425 25th St. Hotel Ben Lomond
 Phone Number 5721
 Transmitter Location Kanesville
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Avery-Knodel
 President Edris Glassmann
 General Manager George C. Hatch
 Station Manager George B. Morgan
 Comm. Mgr., Prog. Dir. Collin W. Lowder
 Sales Prom. Manager Kay Sevillier
 Production Director Doug Stringfellow
 Publicity Director Clinton Raymond
 Chief Announcer, Musical Dir. Dean Thueson
 Chief Engineer Wayne T. Boothe
 Consulting Engr. W. D'Orr Cozzens

K O P P

OGDEN—1947—KBS

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By KOPP, Inc.

Address Route 2
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth
 General Manager King Harmon

K V O G

OGDEN—1948—ROCKY MTN.

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By United Bcstg. Co.
 Business Address 1538 Gigson Ave.
 Phone Number 2-7535
 Studio-Transmitter Location 1538 Gibson Ave.
 Representative Biddick
 Transcription Service Standard
 President, General Mgr. Arch G. Webb
 Commercial Manager Joe T. Johnson
 Chief Engineer L. Smith
 Promotion Manager Paula M. Cune

K O A L

PRICE—1936

MBS-INTERMOUNTAIN—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Eastern Utah Bcstg. Co.
 Address Price
 Phone Number Price 200
 Transmitter Location U. S. Hiway 50
 Air Time 6:30 a.m.-11:30 p.m.
 News Service UP
 Representative Avery-Knodel
 Pres., Gen.-Sta. Manager Jack Richards
 Sls. Prom. Mgr.-Pub. Dir. Carl P. Wolfrom

K C S U

PROVO—1947—ROCKY MT.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Central Utah Bcstg. Co., Inc.
 Address P. O. Box 550
 Phone Number 2802
 Representative Biddick
 Transcription Service Standard, Capitol
 News Service UP
 Partner Frank A. Van Wagenen
 Ptnr., Pgm. Dir., Prom. Mgr.

Harold E. Van Wagenen

Commercial Manager John T. Hyde
 Chief Engineer Dallin O. Oaks
 News Director Dale Brown
 Farm Editor Robert Hough

K N E U

PROVO—1949

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Lester Taylor
 Address 307 So. 17th W.
 Phone Number 3426
 President Lester Taylor
 General Manager Myron May
 Commercial Manager Garn Carter
 Program Director J. D. Jones
 Promotion Manager Larry Steppe
 Chief Engineer Kenneth Smith

K O V O

PROVO—1939

MBS-INTERMOUNTAIN

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Operated By..... KOVO Bcstg. Co.
 Business-Studio Address..... 108 W. Center St.
 Phone Number..... 1680
 Transmitter Location..... 651 W. 16th So.
 Air Time..... 6 a.m.-M.
 News Service..... UP
 Transcription Service..... World
 Representative..... Avery-Knodel
 Membership..... NARTB
 President..... Clifton A. Tolboe
 General-Station Mgr..... Arch L. Madsen
 Commercial Manager..... L. H. Curtis
 News Director..... Le Grange Young
 Pgm.-Prod. Dir..... James H. Lawrence
 Musical Director..... Byron Jensen
 Chief Engineer..... Henry Keyes

K S V C

RICHFIELD—1947
 INTERMOUNTAIN

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Operated By..... Sevier Valley Bcstg. Co.
 Business Address..... Richfield
 Phone Number..... 620
 Transmitter Location..... East on 4th South
 Air Time..... Sunrise-Sunset
 News Service..... UP
 Transcription Service..... World, SESAC
 Representative..... Avery Knodel
 Gen., Comm. Mgr..... William L. Warner, Jr.
 Pgm. Dir., Prom. Mgr..... Frank Peacock
 Chief Engineer..... Ralph A. Ross
 News Director..... Bill King
 Farm Editor..... Harvey Dastrap

K A L L

SALT LAKE CITY—1945
 MBS-INTERMOUNTAIN

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By..... Salt Lake City Bcstg. Co.
 Business-Studio Address..... 146 S. Main St.
 Phone 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
 Comm. Mgr..... Thomas H. Anderson
 Sales Promotion Mgr..... Mel Standage
 Pgm., Prod. Dir..... Jack Paige
 Publicity Director..... Jack Goodman
 Chief Announcer..... Vern Bruggeman
 News Director..... Paul Sullivan
 Musical Director..... Earl Donaldson
 Chief Engineer..... W. D'Orr Cozzens
 Farm Editor..... Jean Paul King
 Consltg. Engr..... Haley, McKenna & Wilkinson

K D Y L

SALT LAKE CITY—1922

NBC

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By..... Intermountain Bcstg. &
 Telev. Corp.
 Business-Studio Address..... 143 S. Main
 Phone Number..... 5-2991
 Transmitter Location..... 33rd So. & 9th W.
 Air Time..... Unlimited
 News Service..... INS, UP
 Transcription Service..... Associated, Thesaurus
 Representative..... John Blair
 Pres.-General Mgr..... S. S. Fox
 Commercial Manager..... George A. Provol
 Exec. Vice-Pres..... Easton Woolley
 Program Director..... Emerson Smith
 News, Prom. Dir..... Del Leeson
 Chief Engineer..... John M. Baldwin

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.
 Business-Studio Address..... 1042 So. 6th W.
 Phone Number..... 4-3685
 Air Time..... 6:30 a.m.-1 a.m.
 Representative..... Forjoe
 President..... Howard D. Johnson
 General Mgr..... Richard F. Connor
 Asst. Mgr., News Dir..... Thomas M. Ivory
 Commercial Manager..... Richard I. Nicholas
 Sls. Prom. Mgr..... Thomas M. Ivory
 Program Director..... Robert P. Crawford
 Farm Editor..... Gloria Whitney
 Promotion Manager..... Robert Rampton
 Chief Engineer..... Lyle Wahlquist

K S L

SALT LAKE CITY—1922—CBS

Frequency: 1160 Kc. Power: 50,000 Watts
 Owned-Oper. By..... Radio Service Corp. of Utah
 Bus.-Studio Address..... 10 S. Main St.
 Phone Number..... 5-4641
 Transmitter Location..... Saltair
 Air Time..... 6 a.m.-1 a.m.
 News Service..... AP, UP
 Transcription Service..... World, Associated,
 Lang-Work
 Representative..... Radio Sales
 Membership..... NARTB
 President..... J. Reuben Clark, Jr.
 General Manager..... C. Richard Evans
 Sales Manager..... Frank B. McLatchy
 Sls. Prom. Mgr.-Pub. Dir..... Sherril Taylor
 Prog.-Prod. Dir..... Edward Kimball
 Chief Engineer..... Vincent Clayton
 Farm Director..... Elvon Orme

UTAH—VERMONT

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 M.
 News Service AP, UP
 Transcription Service World, Standard
 Representative Hollingbery
 Membership NARTB, BAB
 President, General Mgr. Frank C. Carman
 Sta. Mgr., Prog. Dir. Ray Fadel
 Commercial Manager John Schille
 Sales Prom. Mgr., Pub. Dir. Al Thomas
 Production Director Harold Collaprest
 Chief Announcer Marshall Small

Musical Director Ed Stoker
 News Director John Barlow
 Chief Engineer Wendell Bell
 Farm Editor Harry Warren
 Consulting Engr. McNary & Wrathall

K J A M

VERNAL—1947—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. James C. Wallentine
 Address 120 E. Main St.
 Phone Number 494
 Air Time Unlimited
 News Service UP
 Representative W. S. Grant
 President James C. Wallentine
 Gen.-Sta. Mgr. Lee Walker
 Comm.-Sales Prom. Mgr. Grant E. Parry
 Program Director Buchanan Fulmore
 Chief Engineer Compton C. Mitchell

VERMONT

*Population 377,747—Increase + 5.2% (1940-1950)—Radio Homes 92,690
 Families 377,747—Stations in State 9*

W T S A

**BRATTLEBORO—1950—MBS
YANKEE-GRANITE**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Granite State Bcstg. Co.
 Address Putney Rd.
 Phone Number 1700
 Representative Bolling
 Transcription Service SESAC
 News Service UP
 President W. J. Barkley
 General Manager W. F. Rust, Jr.
 Program Director James Simmonds
 Chief Engineer Joe Rich

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 World
 Representative Weed
 Membership NARTB
 Pres., Gen.-Station Mgr. C. P. Hasbrouk
 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
 News Director L. F. Killick
 Consulting Engr. S. T. Martin

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 NARTB, BAB
 President David W. Howe
 Sta. Mgr., Prog. Dir. Alfred E. Spokes
 Pub. Dir.-Chief Engineer John C. Quill
 Farm Editor Dick Wall

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.
 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 NARTB, BAB
 President B. M. Jacobsen
 General Manager Paul H. Martin
 Publicity Director Olga S. Wackerman
 Pgm., News Dir. Robert Bannon
 Musical Director Frank Chatterton
 Chief Engineer L. C. Davis

W H W B

RUTLAND—1949

Frequency: 1000 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Central Vt. Bcstg. Corp.
 Address: 24½ Center St.
 News Service: AP
 Phone Number: 3200
 Transcription Service: Capitol
 Pres., Gen. Mgr.: Herbert Wilson
 Vice-President: Vena M. Bates
 Treasurer: Helen M. Wilson
 Program Director: Lewis L. Carter, Jr.
 Chief Engineer: Willard H. Buttles
 News Director: Robert Herr
 Farm Editor: Harold Andrews

W S Y B

**RUTLAND—1930—MBS-YANKEE
 KBS-UNION**

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By: Philip Weiss Music Co.
 Bus.-Studio Address: 35 Washington St.
 Phone Number: 1247
 Transmitter Location: Door Dr.
 Air Time: Unlimited
 Representative: Joseph Hershey McGillvra,
 Station Manager: J. H. Weiss

W W S R

ST. ALBANS—1940

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: Twanton Rd.
 Air Time: daytime
 News Service: UP
 Transcription Service: World
 Representative: Walker, Bertha Bannan

Membership: NARTB
 President-Gen. Mgr.: Lloyd Squier
 Sta.-Comm.-Sales Prom. Mgr.: Warren Marsden
 Prog.-Prod. Dir.: C. Stuart Perry
 Chief Engineer: Theodore Boisvert
 Consulting Engr.: Russell P. May

W T W N

**ST. JOHNSBURY—1949
 KEYSTONE**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Twin State Bcstrs. Inc.
 Address: Concord Ave.
 Phone Number: 2344
 Air Time: Unlimited
 News Service: UP
 Transcription Service: SESAC, Lang-Worth
 Representative: McGillvra
 Membership: NARTB, BAB
 President: E. Dean Finney
 Co-Mgrs.: J. F. McKernan, E. D. Finney
 Program Director: Robert Webster
 News Director: George Peterson
 Chief Engineer: James F. McKernan

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
 Representative: Walker
 Owner, Gen.-Sta.-Comm. Mgr.: Lloyd E. Squier
 Program Director: Thomas L. Dodd, Jr.
 Production Director: Craig S. Parker
 Chief Anncr.: John Woods
 Chief Engineer: Theodore Boisvert

WHY IS **AP**
 THE BEST?

BECAUSE—**AP** has more news correspondents,
 more news bureaus, more miles of news
 wire than any other news service.

VIRGINIA

Population 3,318,680—Increase + 23.9% (1940-1950)—Radio Homes 702,450
Families 790,160—Stations in State 55

WPIK

ALEXANDRIA—1945

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Potomac Bcstg. Corp.
Address.....Virginia Theatre Bldg.
Phone Number.....OVERlook 3000
Transmitter Location.....504 Telegraph Rd.
News Service.....AP
Transcription Service.....Lang-Worth
Pres., Gen., Comm. Mgr.....Carl L. Lindberg
Traffic Manager.....Dorothy E. Mack
Musical Director.....Barbara Power
Technical Director.....Bernard A. Terrien

WARL

ARLINGTON—1947

Frequency: 780 Kc. Power: 1000 Watts d.
Owned-Oper. By.....No. Virginia Bcstrs., Inc.
Bus.-Studio Address.....3102 10th Road No.
Phone Number.....OWens 7800
Transmitter Location.....Nr. Bailey's Crossroads
Air Time.....Sunrise-sunset
News Service.....UP
Transcription Service.....Standard, Capitol
Representative.....IMS
Membership.....NARTB
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

WEAM

ARLINGTON—1947—MBS

Frequency: 1390 Kc. Power: 5000 Watts
Owned-Oper. By.....WEAM, Inc.
Address.....2030 N. 16th St.
Phone Number.....OW 7100
News Service.....AP
Representative.....Donald Cooke, Inc.
President.....Harold H. Thoms
Gen., Sta., Comm. Mgr.....Howard Stanley
Prom. Mgr. Pub. Dir.....Phoebe Hudson
Pgm., Prod. Dir.....Matthew Warren
Chief Announcer.....Jack Ridge
News Director.....Matthew Warren
Musical Director.....Phil Zoppi
Chief Engineer.....Sammie T. Aed
Farm Editor.....Jack Ridge

WKLV

BLACKSTONE—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts d.
Owned-Oper. By.....Nottaway Bcstg. Corp.
Phone Number.....478

Transmitter Location.....Community Bldg.
Air Time.....6 a.m.-11 p.m.
News Service.....AP
President.....H. S. Robertson
General Manager.....Walter F. Wilkerson
Commercial Manager.....Edward J. Silverman
Program Director.....James T. Barker
Chief Engineer.....Eddie T. Tatum

WCYB

BRISTOL—1946

Frequency: 690 Kc. Power: 10,000 Watts d.
Owned-Oper. By.....Appalachian Bcstg. Corp.
Address.....Front & Cumberland Sts.
Phone Number.....North 3560
Transmitter Location.....Washington County
Air Time.....Daytime
News Service.....AP, UP
Transcrip. Service.....Associated, World, Cole
Representative.....Bolling
Membership.....NARTB, BAB
Pres., Gen Mgr.....Robert H. Smith
Sales Mgr.....J. Fey Rogers
Program Spvr.-Farm Editor.....W. T. Lane, Jr.
News Editor.....Ralph Randall

WFHG

BRISTOL—1946—MBS

Frequency: 860 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Bristol Bcstg. Co.
Address.....Hotel Bristol
Phone Number.....3620
News Service.....UP
Transcription Service.....Standard
General Manager.....Willam L. Mininger
Commercial Manager.....Homer Worley
Program Director.....Rex Raney
P-om. Mgr., News Dir.....Jack Martin
Chief Engineer.....John Hughlett
Farm Editor.....Verlin Mays

WCHV

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 McGillyvra
Pres., Gen. Mgr.....Charles Barham, Jr.
Commercial Manager.....Robert C. Walker
Program Director.....R. G. Sketchley, Jr.
Promotion Manager.....Charles Smith
Chief Engineer.....Walter W. Gray
News Editor.....Bill Gentry

• • • **VIRGINIA** • • •

WINA

CHARLOTTESVILLE—1949

LIBERTY

Frequency: 1280 Kc. Power: 1000 Watts, d.
 Owned-Oper. By... Charlottesville Bcstg. Corp.
 Address... 4th & Main Sts.
 Phone Number... 2-6177
 Air Time... Daytime
 News Service... UP
 Transcription Service... Standard, Capitol
 Pres., Gen., Comm. Mgr., Thos. W. Carruthers
 Pgm. Dir.-Oper. Mgr., Charles W. Freeman
 Chief Engineer... Lawrence Kennedy
 Chief Anncr., News Dir., Edward Desmond
 Film Editor... Norman Kelsey

WCFV

CLIFTON FORGE—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By... Clifton Forge Bcstg. Corp.
 Address... P. O. Box 214
 Phone Number... 1230
 Transcription Service... Standard
 News Service... AP
 President... Dr. G. R. Stevens
 Gen. Mgr., Pgm. Dir., E. A. Schellhaus
 Commercial Manager... Nancy Johnson
 Chief Engineer... John H. Wilson

WKCY

COVINGTON—1941—ABC-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Earl M. Key
 Business Address... Main St. at Bridge
 Phone Number... 8351
 Transmitter Location... Fdrlawn
 Air Time... 7 a.m.-11:15 p.m.
 News Service... UP
 Representative... DeVrey
 Transcription Service... World
 Membership... NARTB
 Pres., Gen. Mgr., Earl M. Key
 Commercial Mgr., Kenneth L. Bryant
 Program Director... John Lee Davis
 Promotion Manager... Willis Shawver
 Chief Engineer... John H. Wilson

WSVS

CREWE—1947—KBS

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By... So. Virginia Bcstg. Corp.
 Business Address... 117 Carter St.
 Phone Number... Crewe 5000
 Transmitter Location... RFD, Crewe
 Air Time... Sunrise-sunset
 News Service... AP
 Transcription Service... World
 President... Calvin S. Willis
 General Manager... John E. Sadler
 Ass't Manager... Freeman H. Stewart
 Commercial Manager... Brown Hoffer
 Pgm., Pub. Dir., Bob Dickson

Music., Prod. Director... George Phillips
 Chief Announcer... Tubby Walthall
 Chief Engineer... Everett Wilson

WCVA

CULPEPER—1949—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Culpeper Bcstg. Co.
 Address... P. O. Box 672
 Phone Number... 8338
 Transmitter Location... Hendricks Ave.
 Air Time... Unlimited
 News Service... UP
 Transcription Service... Standard
 President... Ira C. Hopkins
 Gen., Comm. Mgr., Anthony C. Thornton
 Program Director... Woody Powell

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
 Transmitter Location... Mt. Cross Rd.
 Air Time... Unlimited
 News Service... AP
 Transcription Service... Lang-Worth
 Representative... George P. Hollingbery
 Membership... NARTB
 President... L. N. Dibrell
 General Mgr., R. Sanford Guyer
 Prod. Dir., Asst. Mgr., Edward G. Gardner
 Comm. Mgr., E. M. Hurd
 Program Director... Betty Allen
 Farm Ed., Pub. Dir., Charles Holmes
 Chief Announcer... Wally Ausley
 News Director... William Howard
 Musical Director... Harry W. Spencer
 Chief Engineer... Lyle C. Motley

WDVA

DANVILLE—1947—MBS

Frequency: 1250 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By... Va.-Carolina Bcstg. Corp.
 Address... American Natl. Bank Bldg.
 Phone Number... 5300
 Transmitter Location... Martinsville Rd.
 Air Time... 8 a.m.-M.
 News Service... UP
 Transcription Service... Standard
 Representative... Burn-Smith; Dora Didson
 Membership... NARTB, BAB
 President... J. D. Pruitt
 General Manager... Emerson J. Pryor
 Commercial Mgr., Stover Morris, Jr.
 Prog.-Prod. Director... Richard Campbell
 Publicity Director... Herbert F. Hodge
 Musical Director... Harold Stephens
 News Dir., Charles Craig
 Chief Engineer... Rush Sawyers
 Farm Editor... Frank Raymond

W F A X

FALLS CHURCH—1948

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By..... Lamar A. Newcomb
 Address..... Box L
 Phone Number..... FA-0900
 Transmitter Location..... Seven Corners
 Air Time..... Daytime
 News Service..... UP
 Transcription Service..... Thesaurus
 Membership..... NARTB
 Pres., Gen. Mgr..... Lamar A. Newcomb
 Commercial Manager..... Jeane Russell
 Program Director..... Genevieve Newcomb
 Chief Engineer..... Emmett Murphy

W F L O

FARMVILLE—1947

Frequency: 870 Kc. Power: 1000 Watts d.
 Owned-Operated By..... Colonial Bcstg. Co.
 Business Address..... P. O. Box 238
 Phone Number..... 870
 Transmitter Location..... Cumberland Rd.
 News Service..... UP
 Transcription Service..... Capitol, Associated
 Representative..... Clark
 General Manager..... Carla B. Keys
 Manager..... Charles R. Maillet
 Program Director..... Danny Shaver
 Chief Engineer..... Charles K. Chrismon

W F V A

FREDERICKSBURG—1939—ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By..... Fredericksburg Bcstg. Corp.
 Business Address..... P. O. Box 269
 Phone Number..... 1261
 Studio-Transmitter Location..... King's Hwy.
 Transcription Service..... Lang-Worth
 Representative..... Burn-Smith
 Exec. V.P., Gen. Mgr..... Richard F. Lewis, Jr.
 Manager..... Walter F. Harris, Jr.
 Chief Engineer..... William S. Candler

W F T R

FRONT ROYAL—1948—MBS

Owned-Oper. By..... Sky Park Bcstg. Corp.
 Address..... P. O. Box 192
 Phone Number..... 750
 Transcription Library..... Thesaurus
 News Service..... UP
 President..... Thomas J. Owens
 Gen., Comm. Mgr..... Kenneth Gordon
 Pgm. Dir., Farm Editor..... Tom Gibson
 Chief Engineer..... Charles N. Joliffe
 News Director..... Claude Jones

W B O B

GALAX—1947—MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By..... Carroll-Grayson Bcstg. Corp.

Address..... Poplar Knob Rd.
 Phone Number..... 300
 Air Time..... 6 a.m.-11:30 p.m.
 News Service..... AP
 Membership..... NARTB
 President..... Robert V. Morris
 Gen., Comm. Manager..... Joseph P. Crockett
 Program Director..... Muriel Bell
 Prod. Dir..... Jewell Cullop
 Chief Announcer..... Dick Perry
 Musical Director..... Alice Spear
 Chief Engineer, Farm Editor, W. Edward Boyer
 Pub., News Dir..... Herman Reavis
 Consulting Engr..... George Davis

W V E C

**HAMPTON—1948—KBS
 LIBERTY**

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..... Associated
 Membership..... NARTB, BAB
 President..... Thomas P. Chisman
 Gen., Sta. Mgr..... Harrol A. Brauer, Jr.
 Comm. Manager..... Charles L. Coker, Jr.
 Sales Promotion Mgr..... George B. Field, Jr.
 Program Director..... Peter Edman
 Production Director..... William L. Erickson
 Publicity Director..... Beverly Hillery Kolcum
 Chief Anncr., News Dir..... Duff Kiewer
 Musical Director..... Gene Andrews
 Chief Engineer..... James E. Swafford
 Farm Editor..... John Oxman

W S V A

HARRISONBURG—1935—NBC

Frequency: 550 Kc. Power: 1000 Watts d.
 Owner-Oper..... Shenandoah Valley Bcstg. Corp.
 Business-Studio Address..... Rawley Pike
 Phone Numbers..... 550, 875
 Air Time..... 6 a.m.-M.
 News Service..... UP
 Representative..... Devney & Co.
 Membership..... NARTB, BAB
 President..... Frederick L. Allman
 Sta., Comm. Mgr..... Robert B. Harrington
 Sales Promotion Manager..... Lee Dechert
 Program Director..... Richard H. Johnson
 Chief Anncr., Prod. Dir..... Alvin Mullinax
 Publicity Director..... Lee Dechert
 News, Music Dir..... R. H. Johnson
 Chief Engineer..... Warren L. Braun
 Farm Editor..... Homer Quann

W H A P

HOPEWELL—1949—PBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By..... The Hopewell Bcstg. Co.

VIRGINIA

Business Address..... City Point Rd.
 Phone Number..... 801
 Studio-Trans. Location.. City Point & River Rds.
 Air Time..... 7 a.m.-11:05 p.m.
 News Service..... UP
 Transcription Service..... Lang-Worth
 Representative..... Donald S. Cook
 President..... Augustus Robbins, Jr.
 Gen., Sta. Mgr..... Charles M. Mark
 Pgm. Dir., Chief Anncr..... Johnny Mercer
 Chief Engineer..... Robert E. Anthony, Jr.

WREL

LEXINGTON—1948—MBS-KBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By... Rockbridge Bcstg. Co.
 Business-Studio Address..... 22 S. Main St.
 Phone Number..... Lexington 6000
 Transmitter Location.. Rt. 11, One Mi. No. City
 Air Time..... 6 a.m.-11:05 p.m.
 News Service..... AP
 Representative..... Donald Cooke
 Transcription Service..... Capitol
 Membership..... NARTB, BAB
 President..... Marshall L. Wilmer
 Gen.-Sta.-Comm. Mgr..... Philip B. Hirsch
 News Dir..... Bob Rauch
 Prog.-Prod. Dir..... Andrew Petersen
 Musical Director..... Wayne Scott
 Chief Engineer..... Lindley H. Leggett

WLVA

LYNCHBURG—1930—ABC

Frequency: 590 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Lynchburg Bcstg. Corp.
 Address..... 925 Church St.
 Phone Number..... 2-1242
 Transmitter Location .. Boonesboro
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service .. Lang-Worth
 Representative..... George P. Hollingsbery
 Membership..... NARTB, BAB
 President..... Edward A. Allen
 General Manager..... Philip P. Allen
 Commercial Manager... Joseph F. Wright, Jr.
 Prog.-Prom. Dir..... William H. Loren
 Chief Anncr., News Dir..... Wayne Tyler
 Chief Engineer..... John T. Orth
 Form Editor..... Eric Lund
 Consulting Engr..... George Bailey

WVOD

LYNCHBURG—1947—MBS

Frequency: 1390 Kc..... Power: 1000 Watts
 Owned-Oper. By... Old Dominion Bcstg. Corp.
 Address..... First Natl. Bank Bldg.
 Phone Number..... 2-3441
 Transmitter Location .. Boonesboro Rd.
 Air Time..... Unlimited
 News Service..... AP, UP
 Transcription Service .. World
 Representative..... Walker
 Membership..... NARTB, BAB

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
 Consulting Engr..... Goutney & Roy

WMEV

MARION—1948—LIBERTY

Frequency: 1010 Kc..... Power: 1000 Watts d.
 Owned-Oper. By.. Mountain Empire Ecstg. Corp.
 Address..... Park Boulevard
 Phone Number..... 9001
 Air Time..... Daytime
 News Service..... AP
 Transcription Service .. World
 Representative..... Cooke
 Membership..... NARTB, BAB
 President..... Robert Lane Anderson
 Gen.-Comm. Mgr..... Robert C. Wolfenden
 Pgm., Prod. Dir..... Mrs. R. C. Wolfenden
 Chief Anncr..... Lee Reynolds
 Chief Engineer..... Edward Surface
 Farm Ed., News Dir..... Fran Russell
 Consulting Engr..... Phil Hedrick

WMVA

MARTINSVILLE—1941—NBC-KBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By.. Martinsville Bcstg. Co., Inc.
 Address..... Box 831
 Phone Number..... Virginia 2152
 Air Time..... 6 a.m.-11:30 p.m.
 News Service..... AP
 Membership..... NARTB
 President..... William C. Barnes
 General-Station Manager .. John W. Shultz
 Comm.-Sls. Prom. Mgr... Charles F. Adams
 Program Director..... Barbara Harding
 Chief Anncr..... Tom Stewart
 News Director..... Maynard Dillaber
 Musical Director..... Paul E. Zimmerman
 Chief Engineer..... Dewey W. Muse
 Consulting Engr..... George Davis

WGH

NEWPORT NEWS—1928—ABC

Frequency: 1310 Kc..... Power: 5000 Watts
 Owned-Oper. By.. Hampton Roads Bcstg. Corp.
 Bus.-Studio Address..... 500 Portlock Bldg.,
 Phone Number..... Norfolk-2-7031
 Transmitter Location .. Military Hiway
 News Service..... AP
 Transcription Service .. Associated
 Representative..... Free & Peters
 Membership..... NARTB, BAB
 President..... Raymond B. Bottom
 V.P., Gen.-Sta. Manager .. Edward E. Bishop
 Comm. Mgr..... Edward E. Edgar
 Prog. Director..... Jay Caldwell
 Publicity Director..... Bill Rhyne
 News Dir..... G. Edward Travis
 Chief Engineer..... Lou Braun

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 3-1632
 Trans. Loca. Respass Beach, Churchland
 Air Time daytime
 News Service UP
 Transcription Service Capitol
 Representative Devney
 President, General Mgr. John Doley
 Sta. Mgr. Frederic F. Clair
 Program Dir. Tom Bradshaw, Jr.
 Technical Dir. Maurice Charles

W C A V

NORFOLK—1947

Frequency: 850 Kc. Power: 1000 Watts
 Owned-Operated By Cavalier Bcstg. Corp.
 Bus.-Studio Address Helena Bldg.
 Phone Number 2-3266
 Transmitter Location W. Norfolk
 News Service UP
 Transcription Service Long-Worth
 Representative Bolling Co.
 Membership NARTB
 President Joseph Light
 President Joseph Light
 Gen., Sta. Mgr. H. A. Seville
 Sales Prom., Comm. Mgr. A. F. Hammer
 Program, Music Director Earl Caton
 Production Director Bob Lee
 Chf. Anncr., News Dir. Ray Penner
 Chief Engineer W. 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 Addr. 105 Brooke Ave.
 Phone Number 4-5678
 Transmitter Location Columbus Circle,
 Portsmouth
 Air Time 24 hrs. daily
 News Service UP
 Transcription Service Capitol
 Representative Forjoe
 V-P, Gen. Mgr. Robert E. Wasdon
 Station Manager William M. Carpenter
 Commercial Manager James W. Campbell
 Business Manager Joseph B. Matthews
 Program Director Del Frank
 Production Director Robert Drepperd
 Technical Director Jack Siegel
 Chief Engineer Preston Spegr

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 Walker
 President Louis H. Peterson
 General Manager Earl Harper
 Commercial Manager Bob Rodgers
 Sales Promotion Mgr. Don Gordon
 Pgm., Prod. Dir. Milton Green
 News Director Milton Green
 Musical Director Bill King
 Chief Engineer Howard Sheets
 Consulting Engr. Craven, Lohnes & Culver

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 NARTB, BAB
 Pres., Gen.-Sta. Mgr. Campbell Arnoux
 Comm.-Sales Prom. Mgr. John W. New
 Sales Prom., Pub. Dir. Fred Lowe
 Program Director Joel Carlson
 Chief Announcer Blair Eubanks
 News Director Emilleigh Maxwell
 Chief Engineer Dick Lindell
 Consulting Engr. Jansky & Bailey

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, Kevstone
 Membership NARTB
 President Richard B. Helms
 General Manager Jack T. Helms
 Comm.-Sls. Prom. Mgr.-Pub. Dir. Bill Holland
 Chf. Anncr., Music Dir. Bill Stallard
 Chief Engineer Gene Tommerdahl
 Farm Editor Ray Sidga

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
 Transcription Service SESAC

VIRGINIA

President... W. A. Sherman, Jr.
Gen.-Comm. Mgr... A. C. Livick, Jr.
Asst. Manager... Joseph Qulan
Program Director... Lee Tulley
Chief Engineer... Arthur Snowberger
Farm Editor... Joseph Trivette
Consulting Engr... Warren Braun

WSSV

PETERSBURG—1945—MBS

Frequency: 1240 Kc... Power: 250 Watts
Owned-Oper. By... Southside Virginia Bcstg. Corp.
Business-Studio Address... 112 W. Tabb St.
Phone Number... 3881-2
Transmitter Location... Lieutenant Run
Air Time... 6:30 a.m.-M.
News Service... AP
Transcription Service... Capitol
Membership... NARTB
President... Louis H. Peterson
Gen.-Sta. Mgr... Ray L. Moss
Comm. Mgr. & Pub. Dir... J. E. Lowell
Sls. Prom. Mgr... N. W. Andrews
Pgm.-Prod. Dir... Paul Hennings
Chief Announcer... Joe B. Smith
Chief Engineer... Edward F. Schwarz

WSAP

PORTSMOUTH—1943—MBS

Frequency: 1350 Kc... Power: 5000 Watts
Owned-Oper. By... Portsmouth Radio Corp.
Bus.-Studio Address... 205 Professional Bldg.
Phone Number... 7-3488
Transmitter Location... Craney Island
Air Time... 6:00 a.m.-1 a.m.
News Service... UP
Transcription Service... Thesaurus, World
Representative... Ra-Tel
Membership... NARTB
President... Tom E. Gilman
Gen.-Sta.-Comm. Mgr... Jack Norfleet
Pgm.-Prod. Dir... David Nelson
Chief Engineer... Charles R. Sledge
Consulting Engr... George Davis

WPUV

PULASKI—1946—MBS-KBS

Frequency: 1230 Kc... Power: 250 Watts
Owned-Oper. By... Southwest Bcstg. Corp.
Address... Dora Highway
Phone Number... 3-3931
Air Time... 6 a.m.-11:15 p.m.
News Service... AP
Transcription Service... World
Representative... Sears & Ayer
Membership... NARTB
President... Howard R. Imboden
General-Station Mgr... William R. Murray
Program Director... Alfred Lee Mills
Chief Engineer... Charles E. Fauson
Farm Editor... E. C. Grigsby

WRAD

RADFORD—1950—LBS

Frequency: 1340 Kc... Power: 250 Watts
Owned-Oper. By... Rollins Bcstg., Inc.
Phone Number... 2461
Representative... Devney
Transcription Service... Thesaurus
News Service... AP
President... John W. Rollins
Vice-Pres., Gen. Bgr... O. Wayne Rollins
Comm. Mgr., News Dir... Wendell H. Siler
Pgm. Dir., Farm Editor... Richard R. Morgan
Promotion Manager... James T. Rutherford, Jr.
Chief Engineer... Fitzgerald McDaniel

WBBL

RICHMOND—1924

Frequency: 1480 Kc... Power 5000 Watts
Owned-Operated By... Grace Covenant Presbyterian Church
Address... 1627 Monument Ave.
Phone Number... 842465
Air Time... Specified Hours
Representative... Witcher
General Manager... C. H. Liesfield
Chief Engineer... R. W. Raabe

WLEE

RICHMOND—1945—MBS

Frequency: 1480 Kc... Power: 5000 Watts
Owned-Operated By... Lee Bcstg. Corp.
Bus.-Studio Address... Broad-Grace Arcade
Phone Number... 3-6741
Transmitter Location... Colorado Ave. & Sumpler St.
Air Time... Unlimited
News Service... AP
Transcription Service... Lang-Worth
Representative... Forjee
President... Thomas G. Tinsley, Jr.
Gen.-Comm. Mgr... Irvin G. Abeloff
Program Director... Harvey Hudson
News Director... Lud Sterling
Musical Director... Stephen Paul
Chief Engineer... George W. McGulgan, Jr.
Consulting Engr... Chambers & Garrison

WMBG

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... 5-8811
Transmitter Location... Staples Mill Rd.
Air Time... Unlimited
News Service... Transradio
Transcription Service... Lang-Worth
Representative... John Blair
Pres., Gen.-Sta. Mgr... Wilbur M. Havens
Comm.-Sales Prom. Mgr... Walter A. Bowry, Jr.
Prog.-Prod. Dir... Allan J. Phaup, Jr.

. . . VIRGINIA . . .

Chief Announcer.....John V. Shand
Musical Director.....J. H. Kellogg
Chief Engineer.....James Kyle

WRNL

RICHMOND—1937—ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By..Richmond Newspapers, Inc.
Business-Studio Address..107-111 N. Fourth St.
Phone Number.....3-3436
Transmitter Location.....Wilkinson Rd.
Air Time.....5:30 a.m.-1 a.m.; 7 a.m. Sun.
News Service.....AP
Transcription Service.....Standard
Representative.....Edward Petry
Membership.....NARTB
President.....D. Tennant Bryan
Gen. Sta.-Commercial Mgr.....E. S. Whitlock
Program Director.....Don Martin
Chief Engineer.....Vincent Wolstenholme

WRVA

RICHMOND—1925—CBS

Frequency: 1140 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Larus & Brother Co.
Business Address.....Hotel Richmond
Phone Number.....3-6833
Transmitter Location.....Edgeworth, Henrico
County
News Service.....UP
Transcription Service.....World, Lang-Worth
Representative.....Radio Sales
Membership.....NAB
General Manager.....C. T. Lucy
Commercial Manager.....Barron Howard
Promotion Manager.....Jack Stone
Sales Manager.....James D. Clark
Program Service Mgr.....Samuel S. Carey
Production Manager.....John B. Tansey
Public Relation Dir.....Walter R. Bishop
Musical Director.....Burt T. Repine
Chief Engineer.....David C. Woods
Farm Editor.....Alden Aaroe

WXGI

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
Representative.....Indep. Met. Sales
President.....Ralph A. Elmore
General Manager.....Graeme Zimmer
Commercial Manager.....Morris T. Longo
Program Director.....John Sinclair
Production Director.....Joe Guild
Chief Announcer.....Harry Curran
Chief Engineer.....Kay Redd

WDBJ

ROANOKE—1924—CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By.....Times-World Corp.
Address.....124 W. Kirk Ave.
Phone Number.....8131
Transmitter Location.....Colonial Ave.
Air Time.....6 a.m.-12:05 a.m.
News Service.....AP, UP
Transcription Service.....World, Lang-Worth
Representative.....Free and Peters, Inc.
Membership.....NAB, BAB
President.....J. P. Fishburn
President of Times-World Corporation
General Manager.....Ray P. Jordan
Commercial Manager.....John W. Harkrader
Program Director.....Paul E. Reynolds
Production Director.....Charles A. Ballou
Publicity Director.....Benton B. Boggs
News Director.....John W. Eure
Musical Director.....Evelyn Nininger
Chief Engineer.....J. Edward Newman

WROV

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, BAB
President.....Leo F. Henebry
Gen.-Sta.-Comm. Mgr.....Frank E. Koshler
Asst. Mgr.-Prog.-Prod. Dir...Gordon R. Phillips
Chief Engineer.....Frank A. Hall

WSLS

ROANOKE—1940—ABC

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Roanoke Bcastg. 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.....NARTB
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
Prom. & Pub. Mgr.....Bill Ashworth

WHLF

SOUTH BOSTON—1947—KBS—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Halifax Bcstg. Co.
 Address: P. O. Box 490, Webster St.
 Phone Number: 2-9988
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Capitol
 Gen.-Sta.-Comm. Mgr.: John L. Cole, Jr.
 Sales Prom. Manager: Warren C. Parkinson
 Pgm. & Prod. Dir.: Ella L. Poindexter
 Chief Announcer: Preston Young
 Musical Director: Ella L. Poindexter
 Chief Engineer: John Doherty

WTON

STAUNTON—1945—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Charles P. Blackley
 Business-Studio Address: Morrison Bldg.
 Phone Number: 5-5555
 Transmitter Location: U. S. Route 250
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Associated
 Membership: NARTB
 General-Station Mgr.: Charles P. Blackley
 Comm.-Sales Prom. Mgr.:

Publicity Director: Charles E. Seebeck
 Prog.-Prod. Dir.-Chief Annr.: Fulton A. King
 News Director: Robert Sterrett
 Chief Engineer: Rex C. Houser

WLPM

SUFFOLK—1940—ABC—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Suffolk Bcstg. Corp.
 Business-Studio Address: P. O. Box 626
 Phone Number: 2394
 Transmitter Location: Richmond Hiway
 Air Time: 6:30 a.m.-M.
 News Service: AP
 Transcription Service: Thesaurus
 Representative: Sears & Ayer
 Pres., Gen.-Sta. Manager: Fred L. Hart
 Pgm. & News Dir.: Earl Hundley
 Production Director: Helen Buffkin
 Publicity Director: Lee Williams
 Chief Announcer: Bill Walker
 Musical Director: San Ronald
 Chief Engineer: Veryl W. Rupp
 Farm Editor: L. E. Pettyjohn

WNNT

WARSAW—1949

Frequency: 690 Kc. Power: 250 Watts d.
 Owned-Oper. By: No. Neck & Tidewater
 Bcstg. Co.
 Address: Warsaw
 Phone Number: 690
 News Service: UP

Representative: Devney
 Transcription Service: Standard
 Pres.-Gen. Mgr.: Grayson Headley
 Commercial Manager: William Redd
 Pgr. Dir.-Sta. Mgr.: Charles E. Springer
 Chief Engineer: Lawrence Bitner
 Consulting Engr.: Dixie McKay

WAYB

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: NARTB
 Representative: Cooke
 President: Judson T. Phillips
 Gen. Mgr.: N. Wilbur Kidd
 Program Director: Richard A. Rhodes
 Chief Engineer: Edward R. Goodwin

WINC

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
 Pres.:

Gen. Mgr.: Richard Field Lewis, Jr. (Licensee)
 Comm. Mgr.-Prog. Dir.: John Carl Morgan
 Sales Prom. Mgr.: Winslow Porter
 Chief Engineer: Phil Whitney

WYVE

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
 Membership: NARTB, BAB
 Transcription Service: Lang-Worth
 Owner: A. M. Gates
 General Manager: A. M. Gates, Jr.
 Commercial Manager: Sidney Tear
 Program Director: Charles Carter
 Chief Engineer: Luther Norris

WHY IS AP THE BEST?

BECAUSE—AP is faster, more complete, more accurate than any other news service.

WASHINGTON

Population 2,378,963—Increase + 37.0% (1940-1950)—Radio Homes 727,080
Families 743,430—Stations in State 52

KBKW ABERDEEN—1949—LBS

Frequency: 1450 Kc. Power: 250 Watts d.,
250 Watts n.

Owned-Oper. By KBWK, Inc.
Address 701 E. Heron St., Aberdeen, Wash.
Phone Number 1015, 1016
Transmitter Location 701 E. Heron St.
Air Time 6:15 a.m.-11 p.m.
News Service AP
Trans. Serv. Associated, World
Representative Art Moore
Membership NARTB, BAB
President Ben K. Weatherwax
Gen., Sta. Comm. Mgr. James H. Lawson
Sales Promotion Manager Sam Whitacre
Program Director George Edgar
Production Director Ralph Peyton
News Director Ben K. Weatherwax
Chief Engineer Dick Pooley

KXRO

ABERDEEN—1927—MBS—DON LEE
KBS

Frequency: 1320 Kc. Power: 1000 Watts d.,
1000 Watts n.

Owned-Oper. By KXRO, Inc.
Address 207½ E. Market St.
Phone Number Aberdeen 4098
Transmitter Location 1308 Coolidge Rd.
Air Time 6:45 a.m.-11 p.m.
News Service UP
Representative W. S. Grant Co.
Membership NARTB, BAB
Pres., Gen. Mgr. Harry R. Spence
Sta., Comm. Mgr. Fred G. Goddard
Sales Promotion Mgr. Roy Johnson
Pgm., Prod. Dir. Stanley Craft
Publicity Director Paul R. Spechko
Chief Announcer Ronald O. Forsell
News Director Stanley Craft
Musical Director Lois Johnson
Chief Engineer Philip True
Farm Editor Floyd Svinth
Consulting Engineer J. B. Hatfield

KPUG

BELLINGHAM—1948—MBS

Frequency: 1170 Kc. Power: 1000 Watts
Owned-Operated By KPUG, Inc.
Business Address P. O. Box 655
Telephone 6200
Studio-Transmitter Address 2340 E. Sunset Dr.
Air Time 6 a.m.-M.
News Service AP
Representative Cooke
President Jessica L. Longston
Station Manager Robert E. Pollack

Program Director Jerome G. Smith
Publicity Director Catherine Lick
News Director John Dimeo
Chief Engineer Donald E. Pinney
Farm Editor Ken Jackson

KVOS

BELLINGHAM—1927—ABC

Frequency: 790 Kc. Power: 1000 Watts
Owned-Operated By KVOS, Inc.
Bus-Studio Address 1321 Commercial St.
Phone Number Bellingham 790
Transmitter Location Yew St.
News Service UP
Transcription Service MacGregor, World
Representative McGillvra, Keating
President, General Mgr. Rogan Jones
Sta., Comm., Prom. Dir. Jack Clarke
Pub., Pgm. Dir. Jim Goodrich
Prod., Musical Dir. Tom Haveman
Sports Director Haines Fay
Chief Engineer Ernest Harper
News Director Bert Jackson
Farm Editor Hal Reeves

KBRO

BREMERTON—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Bruce Bartley
Address 205 Washington St.
Phone Number 3-5095
Transmitter Location 205 Washington Ave.
News Service AP
Transcription Service World
Representative John Keating
General Manager Jack H. Rogers
Program Director Bob Gleason
Chief Engineer Bert Hallberg

KGIB

BREMERTON—1950

Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Oper. By Kitsap G.I. Bcstrs., Inc.
Address 124 N. Callow St.
Phone Number 7-3757
Transcription Service Standard
News Service UP
President G. A. Weyland
General Manager James Munro
Comm., Prom. Mgr., News Dir. Mel Keely
Program Director Don Edlund
Chief Engineer Paul Crittenden

KELA

CENTRALIA-CHEHALIS—1937-MBS
KBS

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Oper. By Central Bcstg. Corp.

WASHINGTON

Business Address... P. O. Box 720, Centralia; P. O. Box 827, Chehalis
Phone Numbers... Centralia 6-3321, Chehalis 8-3321
Studio Address... On Hwuy. 99 midway bet. Centralia & Chehalis
Air Time... 6 a.m.-M.
News Service... UP
Transcription Service... World
Representative... John Keating, W. S. Grant
Membership... NARTB, BAB
President... J. Elroy McCaw
Sec.-Treas... Mabel A. McGwinn
Gen., Comm. Mgr... Joe Chytil
Prod., Pgm. Dir... Eugene Miller
Publicity Director... Schuyler C. Hill
Chief Announcer... Duane White
News Dir., Farm Editor... Robert Cleland
Musical Director... Eugene Miller
Chief Engineer... John L. Kelley

KCLX

COLFAX-1950-KBS-INTERSTATE
Frequency: 1450 Kc... Power: 250 Watts
Owned-Oper. By... Interstate Radio, Inc.
Address... P. O. Box 710
Phone Number... 780
Representative... Biddick
Transcription Service... Cole, SESAC
News Service... AP
President... T. R. Farrier
Gen. Mgr., Pgm., News Dir... Bert McAllister
Commercial Manager... W. L. Hopkins
Chief Engineer... H. D. Young

KXLE

ELLENSBURG-1946
Frequency: 1240 Kc... Power: 250 Watts
Owned-Oper. By... Central Washington Bcstrs.
Bus. Add. Trans. Loc... Rte 2, Box 600
Phone Number... 1440
Studio-Transmitter Location... Route 1
Air Time... 6:30 a.m.-10:30 p.m.
News Service... UP
Transcription Service... Lang-Worth
Representative... Walker, Tracy-Moore
Membership... NARTB
President... Goodwin Chase, Jr.
Station Manager... Joe Kendall
Commercial Manager... Darrel Burns
Program Director... Don Bevilacqua
News Dir., Farm Editor... Joe Jaeger
Chief Engineer... Darrel Burns

KULE

EPHRATE-1950
Frequency: 730 Kc... Power: 250 Watts d.
Owned-Oper. By... Columbia Basin Bcstg. Co.
Phone Number... 730
News Service... UP
Manager... M. P. Monson
Chief Engineer... Wm. Edward Smith

KRKO

EVERETT-1922-MBS

Frequency: 1380 Kc... Power: 1000 Watts
Owned-Oper. By... The Everett Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address... KRKO Bldg.
Phone Number... Cedar 1144
Air Time... 6 a.m.-M.
News Service... UP
Transcription Service... World, SESAC
Representative... Joseph Hershey McGillvra
Membership... NARTB, BAB
Pres., Gen., Sta. Mgr... William R. Taft
Program Director... Earl Gerdon
Chief Engineer... Dave Foley

KFDR

GRAND COULEE-1950

Frequency: 1400 Kc... Power: 250 Watts
Owned-Oper. By... Carl F. Knierim

KELS

KELSO-1949

Frequency: 1490 Kc... Power: 250 Watts
Owned-Oper. By... N.W. Public Services, Inc.
Address... P. O. Box 90
Phone Number... 4900
Trans. Loca... Kelso Elks Golf Course
News Service... UP
Trans. Serv... Capitol, Standard
President... Roscoe A. Day, Jr.
General Manager... Claire O. Banks
Comm. Prod. Dir... Lowell Gibson
Sales Promotion Manager... James Miller
Production Director... Art Kulman
Pub., Music Dir... Edward Warmoth
Chief Announcer... Bill Fanning
Chief Engineer... John Holmes
Farm Editor... Lacey Peoples

KWIE

KENNEWICK-1949

Frequency: 610... Power: 1070 Watts
Owned-Oper. By... KWIE, Inc.
Address... 11 S. Cascade St.
Phone Number... 6961
Transmitter Location... Perkins Rd.
Air Time... 6 a.m.-12 M.
News Service... AP
Transcription Service... World, Associated
Representative... Art Moore
Pres., Gen., Sta. Mgr... Harold A. Clark
Commercial Manager... Allen B. Cooke
Program Director... Marvin E. Johnston
News Director... Ken Waddell
Chief Engineer... C. J. McCredie
Farm Editor... Marvin E. Johnston

KRKL

KIRKLAND-1947

Frequency: 1050 Kc... Power: 250 Watts d.
Owned-Oper. By... Eastside Pdcstg. Co.

WASHINGTON

Address Trans. Loca. Civic Center
Phone Number 22-1201
Air Time Daylight Hours
Trans. Serv. Capitol, Eells, Mayfair
Membership NARTB, BAB
Presidents . . . L. N. Ostrander, W. A. Chamness
Gen., Sta. Mgr. Bob Davies
Comm., Sales Prom. Mgr. . . . Bert Demers
Pgm., Prod. Mgr., Chief Anncr. . . J. McCumber
Chief, Consulting Engr. . . . Sherwin Goodwin

K W L K

LONGVIEW—1938—MBS—DON LEE
KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Twin City Bcstg. Corp.
Business-Studio Address. 14th & Hudson
Phone Number Longview 1500
Transmitter Location Ocean View Hwy.
Air Time 6:30 a.m.-M.
News Service UP
Transcription Service Associated, World
Representative W. S. Grant, John Keating
Membership NARTB, BAB
President, Gen.-Sta. Mgr. C. O. Chatterton
Commercial Manager Austin Ragle
Program Director Ellen Hammond
Production Director Bob Moran
Publicity Director F. Chatterton
Chief Engineer Ralph Brown

K S E M

MOSES LAKE—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By KSEM, Inc.
Address Box 276
Phone Number 234
Transmitter Location Caostirano Park
Air Time 7 a.m.-10 p.m.
News Service UP
Transcription Service World
Representative Donald Cooke
Pres., Gen. Mgr. Jessica L. Langston
Sta., Comm., Prom. Mgr. Don G. Bennett
Program Director Mrs. R. L. Seymour
Chief Announcer James Tellen
News Director Ray Robinson
Musical Director Ann Brerton
Chief Engineer Ro'and Klssler
Farm Editor Ralph Walton

K B R C

MOUNT VERNON—1946

Frequency: 1430 Kc. Power: 500 Watts d.
Owned-Operated By Beckley Radio Co.
Bus.-Studio Add.-Trans. Loca. . . P. O. Box 240
Phone Number 8995
Air Time 6 a.m.-10 p.m.
News Service UP
Transcription Service World
Representative John Keating
Membership NARTB, BAB
Pres., Gen., Sta. Mgr. Leo H. Beckley

Commercial Manager Fred Grant
Chief Anncr., Pgm., Dir. Alan Miller
News Director Marilyn Anderson
Musical Director Julie Yearsley
Chief Engineer Orris Vanerstrom
Farm Editor Alan Miller
Consulting Engineer J. B. Hatfield

K G Y

OLYMPIA—1922—MBS—DON LEE
KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Tom Olsen
Address Trans. Loca. Rockway Leland Bldg.
Phone Number 6636
Air Time 6 a.m.-11 p.m.
News Service UP
Transcription Service World
Representatives Grant, Keating
Membership NARTB, BAB
Owner, Pres., Gen. Mgr. Tom Olsen
Sta., Comm. Mgr. Elmer J. Holmberg
Sales Promotion Manager Sam Crawford
Pgm., Prod., Pub. Dir. Joseph Hiley
Chief Announcer Charles A. Roark
News Director William Fox
Chief Engineer Charles A. Roark

K O M W

OMAK—1947

Frequency: 680 Kc. Power: 1000 Watts d.
Owned-Operated By KOMW, Inc.
Business-Studio Address. Box 151
Phone Number 00
Transmitter Location Omak
Air Time Daytime
News Service UP
Transcription Service Lang-Worth, Capitol
Representative John Keating
Membership NARTB, BAB
President R. L. McNett
General Manager Dean Nichols
Commercial Manager Grover D. Allen
Program Director Nola Malone
News Director Nick Cain
Chief Engineer Kirk W. Springer

K P K W

PASCO—ABC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Western Radio Corp.
Address Trans. Loca. Pasco
Phone Number 3337
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Capitol
Representative Keating
Membership NARTB
Pres., Gen. Mgr. V. B. Kenworthy
Sta., Comm. Mgr. A. G. Sanborn
Sales Promotion Manager Ken Buda
Program Director Bruce Malle
Chief Engineer Joseph Muench

WASHINGTON

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: 4200
Air Time: 6:45 a.m.-10:30 p.m.
News Service: UP
Transcription Service: World
Representative: John Keating
General Mgr.: C. N. Webster
Station Manager: Keith Patterson
Chief Engineer: Bevin Roth

KBKH

PULLMAN—1950

Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Oper. By: Bayton & Hicks
Address: P. O. Box 356
Phone Number: 1-5251
Transcription Service: Lang-Worth
News Service: UP
Partners: J. Ronald Bayton, Maynard Hicks
General Manager: J. Ronald Bayton
Commercial Manager: Frank Saraceno
Pgm. Dir., Farm Editor: Robert Concil
Promotion Manager: B. J. Bayton
Chief Engineer: David Graham
News Director: Mel Strom

KAPA

RAYMOND—1950

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Pacific Bcstg. Corp.

KXRN

RENTON—1947

Frequency: 1220 Kc. Power: 250 Watts
Owned-Oper. By: Interlake Bcstg. Corp.
Address Trans. Loca.: 7th Ave. & N. Pk.
Phone Number: Renton 5-3424
Air Time: 7 a.m.-5:15 p.m.
News Service: UP
Transcription Service: Cola
Membership: NARTB
Pres., Gen. Mgr.: R. S. McCaw
Sta., Prom. Mgr.: C. H. Williams
Commercial Manager: O. W. Simpson
Pgm., Mus. Dir., Farm Editor: F. J. Jensen
Production Director: D. L. Moberly
Publicity Director: V. L. Hase
Chief Anncr., Engr.: F. C. Cook
News Director: V. L. Hase
Consulting Engineer: Wm. Foss

KALE

RICHLAND—1950—LBS

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By: Yakima Bcstg. Corp.
Address: P. O. Box 367
Phone Number: Pasco 5579

Representative: Grant
Transcription Service: Cole
News Service: UP
President: Robert S. McCaw
Gen., Comm., Prom. Mgr.: Lawrence G. Dix
Pgm. Dir., Chief Engr.: Dave K. Darris
Traffic Manager: Edythe Roiko
News Director: Ben T. Weaver

KING

SEATTLE—1927

Frequency: 1090 Kc. Power: 50,000 Watts
Owned-Oper. By: KING Bcstg. Co.
Address: 2111 Smith Tower
Phone Number: Mutual 1090
Representative: Blair
Transcription Service: Associated
News Service: AP
President: Henry B. Owen
Co-Owners: Mrs. A. S. Bullitt
General Manager: Hugh M. Feltis
National Sales Manager: Roger D. Rice
Program Director: Grant Merrill
Chief Engineer: Arthur A. Schultz
Operations Director: Hal Moon

KIRO

SEATTLE—1935—CBS

Frequency: 710 Kc. Power: 50,000 Watts
Owned-Oper. By: Queen City Bcstg. Co.
Business-Studio Address: 66 Cobb Bldg.
Phone Number: Seneca 1500
Transmitter Location: Burton
Air Time: 18 Hrs.
News Service: UP
Transcription Service: Standard
Representative: Free & Peters
President: Saul Haas
General Manager: Loren B. Stone
Commercial Manager: William F. Tucker
Program Director: Kenneth Yeend
News Director: Maury Rider
Publicity Director: Antia Busek
Chief Engineer: James Hatfield

KJR

SEATTLE—1923—ABC

Frequency: 950 Kc. Power: 5000 Watts
Owned-Oper. By: Totem Bcstrs., Inc.
Business-Studio Address: Skinner Bldg.
Phone Number: Elliot 5890
Transmitter Location: 2600 26th Ave., S.W.
Air Time: Unlimited
News Service: AP
Transcription Service: World
Representative: Avery-Knodel
Membership: NARTB, BAB
President: Marshall Field, III
General-Station Mgr.: J. Archie Morton
Sales Manager: Arthur Gerbel, Jr.
Program Director: Roland Bradley
Publicity Director: Don Reed
Chief Engineer: L. S. Bookwalter
Farm Editor: Bill Moshier

K O L

SEATTLE—1922—LBS

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Oper. By. Seattle Bcstg. Co.
 Bus.-Studio Address. Northern Life Tower
 Phone Number. MA. 2312
 Transmitter Location. 1110 W. Florida
 Air Time. 6 a.m.-M.
 News Service. UP
 Transcription Service. Capitol, World
 Representative. Headley-Reed
 President. Archie Taft
 Sta., Comm. Mgr. Archie Taft, Jr.
 Prom. Mgr., Pgm. Dir. Frank Anderson
 Publicity Director. Pat Wilkinson
 Chief Announcer. Wheeler Smith
 News Director. Ed Scott
 Musical Director. Frances Smith
 Chief Engineer. Perry Lind
 Consulting Engineer. A. G. Sparling

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 Serv. Associated, Lang-Worth
 Representative. Edward Petry
 Membership. NARTB
 President, General Mgr. O. W. Fisher
 Commercial Manager. Ray Baker
 Mgr., Natl. Sales & Sales, Prom. Mgr. Richard E. Green
 Program Manager. W. W. Warren
 Publicity Director. Margaret Frey
 Production Mgr. Frederick J. Patterson
 Chief Engineer. F. J. Brott

K R S C

SEATTLE—1926

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By. Radio Sales Corp.
 Add., Trans. Loca. 2939 Fourth Ave. So.
 Phone Number. Eliot 2480
 Air Time. 6 a.m.-3 a.m.
 News Service. AP
 Transcription Service. Lang-Worth
 Membership. NARTB, BAB
 President. J. Elroy McCaw
 Gen., Sta. Mgr. H. E. Riddalls
 Comm., Prom. Mgr. William L. Simpson
 News, Pgm. Dir. Ted Bell
 Chief Engineer. Les Cabe

K T W

SEATTLE—1920

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Oper. By. The First Presbyterian
 Church of Seattle, Wash.

Add. Trans. Loca. 7th Ave. & Spring St.
 Phone Number. Mutual 1250
 Air Time. Unlimited
 President. W. T. Whitney
 Sta., Gen. Mgr. Don Bevilacqua
 Consulting. Chf. Engineer. James S. Ross
 Pgm., Prod. Dir. A. G. Atworth, Jr.
 Chief Announcer. William Lehnhoff

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
 Transmitter Location. Vashon Island
 Air Time. 6 a.m.-12 M.
 News Service. AP
 Transcription Service. Thesaurus
 Representative. George P. Hollingbery
 Membership. NARTB, BAB
 Pres., Gen.-Sta. Mgr. Vernice Irwin
 Vice President. Laura M. Doernbecher
 Comm.-Sales Prom. Mgr. Earl T. Irwin
 News, Pgm. Dir., Chief Anncr. Harry Long
 Chief Engineer. D. M. McDonough

K X A

SEATTLE—1926

Frequency: 770 Kc. Power: 1000 Watts
 Owned-Operated By. KXA, Inc.
 Bus.-Studio Address. 312 Bigelow Bldg.
 Phone Number. Seneca 1000
 Transmitter Location. 2nd & Union
 Air Time. Unlimited
 News Service. AP
 Representative. Rambeau
 Membership. NARTB, BAB
 President. Wesley I. Dumm
 General Manager. Lincoln W. Miller
 Program Director. Patti O'Day
 News Director. Bob Ackerley
 Chief Engineer. John Dubuque

K S P O

SPOKANE—1922—LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Louis Wasmer
 Address, Trans. Loca. 526 Riverside Ave.
 Phone Number. Riverside 8033
 News Service. UP
 Transcription Service. Thesaurus, Capitol
 Representative. Headley Reed Co.
 President. Louis Wasmer
 Gen., Sta. Mgr. R. G. McBroom
 Pgm. Mgr., Prod. Dir. Darrel Holt
 Production Director. Dave Gordon
 Chief Engineer. E. P. Antosyn

K G A

SPOKANE—1926—ABC

Frequency: 1510 Kc. Power: 50,000 Watts
 Owned-Operated By. Corp. of Gonzaga U.

WASHINGTON

Bus. Studio Address..... Radio Central Bldg.
Phone Number..... MAIn 5383
Transmitter Location..... Moran Prairie, Rt. 3
Air Time..... 6 a.m.-12 M.
News Service..... UP
Transcription Service..... Standard
Representative..... Edward Petry
President..... Rev. Francis E. Corkery, S. J.
Gen., Sta., Comm. Mgr..... Harvey Wixson
Pgm., Prod., Pub. Dir..... Hub Warner
Chief Announcer..... H. Hartley Sater
News Director..... John Fahey
Musical Librarian..... Marilyn Stanton
Chief Engineer..... A. G. Sparling
Farm Editor..... Del Cody

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..... NARTB
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: 790 Kc..... Power: 5000 Watts
Owned-Oper. By..... Coeur d'Alene Bcastg. Co.
Bus. Studio Address..... Sprague & Wall
Phone Number..... Riverside 8035
Air Time..... Unlimited
News Service..... AP
Transcription Service..... World
Representative..... George P. Hollingbery
Membership..... NARTB
Pres., Gen. Mgr..... Burl C. Hagadone
Station Manager..... C. E. Rodell
Sales Manager..... W. C. Rhodes
Program Director..... Paul Crain
Chief Engineer..... C. W. Evans

K R E M

SPOKANE—1947

Frequency: 970 Kc..... Power: 1000 Watts
Owned-Operated By..... Cole E. Wylie
Address..... 215 Realty Bldg.
Phone Number..... MAIn 3333
Transmitter Location..... Moran Prairie
News Service..... AP
Transcription Service..... Lang-Worth, Cole
Representative..... Forjoe & Co.

Pres., Gen. Sta. Mgr..... Cole E. Wylie
Commercial Manager..... Robert H. Temple
Program Director..... Erwin W. Thomas
Chief Engineer..... Cole E. Wylie

K X L Y

SPOKANE—1922—CBS-PNB

Frequency: 920 Kc..... Power: 5,000 Watts
Owned-Operated By..... Symons Bcastg. Co.
Address..... Television Center
Phone Number..... MAIn 1218
Transmitter Location..... So. Regal St.
Air Time..... Unlimited
News Service..... UP
Transcription Service..... Lang-Worth, MacGregor
Representative..... Walker, PNB
Pres., Sta., Gen. Mgr..... E. B. Craney
Commercial Manager..... B. E. Woolston
Natl. Sales Manager..... John Funk
Program Director..... George McGowan
Musical Director..... Del Yandon
Chief Engineer..... George Langford
Farm Editor..... Ernie Jorgenson

K R E W

SUNNYSIDE—1950

Frequency: 1050 Kc..... Power: 250 Watts d.
(C.P.: 1230 Kc..... Power: 250 Watts)
Owned-Oper. By..... Cole E. Wylie
Address..... Outlook Rd.
Phone Number..... 2277
Transcription Service..... Standard
News Service..... AP
Representative..... Forjoe
President..... Cole E. Wylie
General Manager..... C. Nat Harris
Commercial Manager..... Sam Churchill
Program Director..... Louise Barton
Chief Engineer..... Donald R. Manning

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..... 6 a.m.-12 p.m.
News Service..... UP
Transcription Service..... Capitol, Standard
Representative..... McGillvra, Scott
Membership..... NARTB
Pres., Gen. Mgr..... Carl E. Haymond
Station Manager..... Jerry Geehan
Comm. Sales Prom. Mgr..... Ray T. McKenzie
Prog. Prod. Dir..... Ted Knightlinger
Chief Announcer..... Vern Sawyer
News Director..... Dan Seymour
Musical Engineer..... And iene Lewis
Chief Engineer..... John Boor
Farm Editor..... Claude Doran

KTBI

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, Grant
 Membership NARTB
 President Harold J. Quilliam
 General Manager Ed Lovelace
 Commercial Manager A. B. Van Arsdale

KVAN

VANCOUVER—1939

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By Vancouver Radio Corp.
 Phone 3-4717, Twin Oaks 7323
 Studio Address 707½ Main St.
 Transmitter Location Smith Lake
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World, Standard
 Representative Keating, Western Radio Sales
 President Sheldon F. Sackett
 General-Station Mgr. Fred F. Chitty
 Commercial Manager Mark F. DeLaunay
 Sales Prom. Mgr. George F. Conner
 Program Director Rickey Bras
 Prod., Pub., News Dir. George F. Conner
 Musical Director Ann Gilronan
 Chief Engineer Edgar Means
 Farm Editor Jess Mason
 Consulting Engineer Paul Leake

KUJ

WALLA WALLA—1928—MBS

Frequency: 1420 Kc. Power: 5000 Watts
 Owned-Operated By KUJ, Inc.
 Business-Studio Address 55 E. Main St.
 Phone Number 1230
 Transmitter Location U. S. Hwy 410 &
 Sudbury Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus
 Representative W. S. Grant, John Keating
 Membership NARTB
 Pres., Gen. Mgr. H. E. Studebaker
 Comm. Mgr. (National) Don Wike,
 (Local) Norval Arnes
 Pgm. Dir., Chief Anncr. Howard Rhoads
 Musical Director Don Keith Van Velzer
 Chief Engineer M. L. MacLafferty
 Farm Editor LaVerne Russell

KWWB

WALLA WALLA—1946—KBS-ABC

Frequency: 1490 Kc. Power: 250 Watts

Owned-Oper. By Walla Walla Bdcstg. Co.
 Address 1st & Main
 Phone Number 4103
 Transmitter Location 2nd & Cordiner
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representatives McHugh, Moore
 Membership NARTB
 President John W. Kendall
 General Manager Elliot B. Behrens
 Sales Promotion Manager Don Harris
 Program Director Don Parks
 Chief Announcer Carl Hebenstreit
 News Director Tom Decker
 Chief Engineer Ty McFadden
 Consulting Engineer Harold Singleton

KPQ

WENATCHEE—1929—ABC

Frequency: 560 Kc. Power: 5000 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 Cole, World
 Representative Joseph Hershey McGillvra,
 John Keating
 Membership NARTB, BAB
 President Rogan Jones
 V. P., Gen. Mgr. James W. Wallace
 Prom., Comm. Mgr. Pat O'Halloran
 Program Director Emerson Elder
 Traffic Manager Dorothy Lee
 Publicity Director Charlotte Tochterman
 Chief Engineer George Frese
 Chief Announcer Gerry Alfred
 News Dir., Farm Editor Stuart Maus

KWNW

WENATCHEE—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts d.
 250 Watts n.
 Owned-Oper. By Appleland Bdcsters, Inc.
 Address P. O. Box 1510
 Phone Number 2468-2469
 Trans. Loca. 1119 No. Wenatchee Ave.
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Standard
 Representative Walter Biddick
 Membership NARTB
 President James B. Hatfield
 Gen. Mgr., News Dir. James W. Thain
 Sales Prom. Mgr. Ronald D. Satterwhite
 Pgm., Prod. Pub. Dir. Virginia Thompson
 Chief Anncr., Mus. Dir. Donald D. Brown
 Chief Engineer William R. McCoy
 Consulting Engineer James Hatfield

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.
Address 210 Ward Bldg.
Phone Number 6197
Transmitter Location Terrace Hgts. Rd.
Air Time 5 a.m.-12M.
News Service AP
Trans. Serv. Lang-Worth, SESAC
Representative Weed & Co.
President A. W. Talbot
Gen., Sales Prom. Mgr. R. Lee Black
Sta. Opera., Pgm. Dir. Tom C. Bostic
Commercial Manager Ted Morrow
Production Director Joe Ryan
Publicity Director Helen Traub
Chief Announcer Dick Stokke
News Director Bob Amick
Musical Director M. D. Lambert
Chief Engineer J. Barry Watkinson
Farm Editor John Haigh
Consulting Engineer Jim Hatfield

K I T

YAKIMA—1929—ABC—NBC

Frequency: 1280 Kc. Power: 5000 Watts

Own.-Oper. By Valley Bcstrs, C. E. Haymond
Business-Studio Address 414 E. Yakima Ave.
Phone Number 8115
Transmitter Location Washington Ave.
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Capitol
Representative McGillyra, Hollingsberry
President Carl E. Haymond
Comm., Gen., Sta. Mgr. James A. Murphy
Sales Prom. Mgr., Pub. Dir. William Moody
Chief Anncr., Pgm., Prod. Dir. Jas. W. Nolan
News Director Peder Wick
Musical Director Harrison A. Miller
Chief Engineer H. B. Murphy
Farm Editor Pete Wick
Consulting Engineer Chambers & Garrison

K Y A K

YAKIMA—1947—MBS

Owned-Oper. By Yakima Bcstg. Co.
Address P. O. Box 172
Phone Number 2-7143
Transcription World
News Service UP
President Robert S. McCaw
Gen., Comm. Mgr. H. G. Fearnhead
Program Director Gerald Webb
Chief Engineer Donald E. Gardner
Farm Editor Dick Passage
News Director Tony Maucione

WEST VIRGINIA

Population 2,005,552—Increase 5.4% (1940-1950)—Radio Homes 428,160
Families 466,410—Stations in State 38

W C F C

BECKLEY—1950—KBS

Owned-Oper. By Beckley Newspapers
Bcstg. Service
Address 305 Reservoir Rd.
Phone Number 8361
Transcription Service Associated
News Service AP
President Charles Hodel
General Manager E. J. Hodel
Commercial Manager George W. Yazell
Program Director Arnauld Fleming
Chief Engineer Angelo Gonzalez

W J L S

BECKLEY—1939
CBS-PERSONALITY

Frequency: 560 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Oper. By Joe L. Smith, Jr., Inc.
Bus.-Studio Address WJLS Bldg., Main &
Kanawha St.
Phone Number 7311
Transmitter Location Routes 19-21

Air Time Unlimited
News Service UP
Transcription Service Cole
Representative Weed
Membership NARTB
President Joe L. Smith, Jr.
General-Station Mgr. Virginia N. Cooper
Sales Prom. Mgr., Pub. Dir. W. R. Barrett
Pgm., Prod. Dir. R. C. Brown
Chief Announcer Jack Pevora
Musical Director Bob Rush
Chief Engineer Al J. Ginkel
Farm Editor William R. Barrett

W W N R

BECKLEY—1946—MBS

Frequency: 620 Kc. Power: 1000 Watts
Owned-Operated By Rahall Bcstg. Co.
Business-Studio Address 1565 Harper Rd.
Phone Number 9309
Transmitter Williams Farm
Air Time 6 a.m.-12:30 a.m.
News Service AP
Transcription Service Lang-Worth
Representative Walker

WEST VIRGINIA

President.....N. Joe Rahall
 Gen., Sta., Comm. Mgr.....Tom Douds
 Production Director.....Don Hays
 Chief Announcer.....Gene Moorehouse
 Chief Engineer.....Estil Willis
 Traffic Director.....William G. Francks
 Consulting Engineer.....E. C. Page

WHIS

BLUEFIELD—1928—NBC

Frequency: 1440 Kc.....Power: 5000 Watts
 Owned-Oper. By...Daily Telegraph Prtg. Co.
 Business-Studio Address...623 Commerce St.
 Phone Number.....7114
 Transmitter Location.....Harry Heights
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World, Cole
 Representative.....Katz
 General Manager.....P. T. Flanagan
 Pgm., Pub. Dir.....William Hostetter
 Prod.-Musical Dir.....Barnes Nash
 Chief Announcer.....O. C. Young
 Chief Engineer.....P. T. Flanagan
 Consulting Engineer.....Ring & Co.

WKOY

BLUEFIELD—1948—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....WKOY, Inc.
 Address.....West Virginian Hotel
 Phone Number.....7405
 Air Time.....6:30 a.m.-12 M.
 News Service.....UP
 Representative.....Devney & Co.
 Transcription Service.....Associated
 Pres., Gen. Mgr.....J. Lindsey Alley
 Program Director.....E. E. Ebersole
 Chief Announcer.....C. H. Gentry
 Chief Engineer.....Roy Yost

WCAW

CHARLESTON—1947—SBN

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Capitol Bcstg. Corp.
 Business Address.....P. O. Box 2791
 Studio-Transmitter Location.....16th St. &
 MacCorkle Ave., S.E.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....McGillvra
 President.....Garland F. Wilkinson
 General Manager.....John S. Phillips
 Commercial Manager.....Selma Pierson
 Program Director.....Al Walker
 News Director.....Michael Blancard
 Chief Engineer.....William Stone

WCHS

CHARLESTON—1927—CBS

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Oper. By.....The Tierney Co.
 Address.....1016 Lee Street

Phone Number.....28-131
 Transmitter.....So. Charleston
 Air Time.....5:30 a.m.-1:05 a.m.
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....Branham
 Membership.....NARTB
 President.....Lewis C. Tierney
 Gen., Sta., Comm. Mgr....John T. Gelder, Jr.
 Pub. Dir., Prom. Mgr.....Harry M. Brawley
 Production Director.....Frank Annand
 Program Director.....Morton S. Cohn
 News Director.....Ross Edwards
 Chief Engineer.....William E. Dixon
 Farm Editor.....Frank Welling
 Musical Director.....Dorothy Gay
 Consulting Engineer.....Dixie B. McKey

WGKV

CHARLESTON—1939—NBC

Frequency: 1490 Kc.....Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By...The Kanawha Valley
 Bdcstg. Co.
 Address.....210 Dickinson St.
 Phone Number.....3-7541
 Transmitter Location.....Coal Branch Hgts.
 Air Time.....6 a.m.-12:30 a.m.
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Robert Meeker Assos., Inc.
 President.....R. M. Venable
 Gen., Sta. Mgr.....Henry V. Diefenbach
 Sales Prom. Mgr., Mus. Dir. Charles Coleman
 Pgm., Prod., News Dir.....C. P. Vogel, Jr.
 Publicity Director.....Col. Ben W. Venable
 Chief Announcer.....Wm. R. Schillings
 Chief Engineer.....George Whiteman
 Consulting Engineer.....George C. Davis

WKNA

CHARLESTON—1946—ABC

Frequency: 950 Kc..Power: 5000 d., 1000 n.
 Owned-Oper. By.....Joe L. Smith, Jr., Inc.
 Bus.-Studio Address.....804 Kanawha Blvd.
 Phone Number.....39-971
 Transmitter Location.....Tyler Mountain Rd.
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....AP
 Representative.....Weed
 Pres., Gen. Mgr.....Joe L. Smith, Jr.
 Station Manager.....George J. Gray
 Commercial Manager.....C. Alden Baker
 Program Director.....Robert Provence
 Chief Engineer.....A. J. Ginkel

WTIP

CHARLESTON—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By...Chemical City Bcstg. Co.
 Bus.-Studio Address.....Capitol & Fite
 Phone Number.....23-136
 Transmitter Location.....Stricker Rd.
 Air Time.....6 a.m.-1 a.m.

WEST VIRGINIA

News ServiceUP
RepresentativeForjoe
MembershipNARTB, BAB
PresidentGus Zaharis
Gen., Sta., Comm. Mgr.Berton Sonis
Program DirectorJoseph J. Herget
Publicity DirectorBob Bower
Chief EngineerPaul Sullivan

WBLK

CLARKSBURG—1937—NBC

Frequency: 1400 Kc.Power: 250 Watts
Owned-Oper. ByNews Publishing Co. of
Wheeling
Phone Number4-7571-2
Transmitter LocationPinnicklnick Hill
News ServiceAP
Transcription ServiceLang-Worth
RepresentativeBranham
PresidentAustin Wood
General ManagerGeorge H. Clinton
Station-Comm. Mgr.Fred Zimmerman
Promotion DirectorRichard Duncan
Program DirectorRussell Bonasso
Musical DirectorDean Boyer
Chief EngineerHarry S. Brown

WHAR

CLARKSBURG—1946—MBS-KBS
ABC

Frequency: 1340 Kc.Power: 250 Watts
Owned-Oper. ByMountain State Bcstg. Co.
Address Trans. Loca.Radio Plaza
Phone Number4-5525-6
News ServiceUP
RepresentativeJoseph Hershey McGillvra
MembershipNARTB
Fres., Gen., Sta. Mgr.Glaucus G. Merrill
Commercial ManagerF. T. Gregg
Sales Promotion ManagerRobert Edge
Program DirectorJames Harper
Publicity DirectorSybil Cochrane
Chief AnnouncerRobert Toohman
News DirectorRoger Harle
Chief EngineerRa'oh MacCormack

WPDX

CLARKSBURG—1947

Frequency: 750 Kc.Power: 1000 Watts d.
Owned-Oper. ByClarksburg Bcstg. Corp.
Business-Studio Address339 W. Main St.
Phone Number4-6425
Transmitter Location3 1/2 Mi. S. of
Clarksburg on Weston Rd.
News ServiceUP
Transcription ServiceWorld, Capitol
PresidentO. L. Billingsley
Gen., Sta. Mgr.R. C. Warden
Comm., Sales Prom. Mgr.Joe M. Larosa
Prog. Dir., Farm EditorDewilt Wyatt
Production DirectorJohn Peters
Musical DirectorNancy Wheeler
Chief EngineerR. D. Hough

WDNE

ELKINS—1948—MBS-KBS

Frequency: 1240 Kc.Power: 250 Watts d.
250 Watts n.
Owned-Oper. ByW. Va. Radio Corp.
AddressP. O. Bx 867, Morgantown
Phone Number1300
Trans. Loca.Washington & Davis Sts.
Air Time6:30 a.m.-11:15 p.m.
News ServiceUP
Transcription ServiceWorld
PresidentMrs. H. C. Greer
Gen., Sta., Comm. Mgr.G. C. Blackwell
Sales Promotion ManagerBill Wilson
Chief EngineerClarence Rulong

WMMN

FAIRMONT—1927—CBS

Frequency: 920 Kc.Power: 5,000 Watts d.,
5,000 Watts n.
Owned-Oper. ByThe Fort Industry Co.
Address208 Adams Street
Phone Number3100
Transmitter LocationMonongah
Air TimeUnlimited
News ServiceUP
Transcription ServiceLang-Worth, Cole
RepresentativeKatz Agency
PresidentGeorge B. Storer
General ManagerLee B. Wailes
V. P., Sta. Mgr.Allen L. Haid
Commercial ManagerCharles E. Smith
Sales Prom. Mgr., News Dir.Wm. W. Powell
Program DirectorFrank Lee
Publicity DirectorE. Yvonne Richards
Chief AnnouncerRobert B. Frazier
Chief EngineerJoseph C. Strelauski
Farm EditorFrancis T. Lauzau
Consulting EngineerJansky & Bailey

WVWV

FAIRMONT—1947—MBS
ABC-SBN-ATLANTIC

Frequency: 1490 Kc.Power: 250 Watts
Owned-Oper. ByFairmont Bcstg. Co., Inc.
Bus.-Studio Address119 Fairmont Ave.
Phone Number5000-1-2
Transmitter LocationRadio Pw.
Air Time6:55 a.m.-1:05 a.m.
News ServiceAP
Transcription ServiceWorld
RepresentativeDonald Cooke
PresidentJ. Patrick Beacom
Gen., Sta. Mgr.Numa Fabre, Jr.
Commercial ManagerRobert Drummond
Chief EngineerJune Drummond

WHTN

HUNTINGTON—1947—LBS

Frequency: 800 Kc.Power: 1000 Watts d.
Owned-Oper.Greater Huntington Radio Corp.
Business-Studio Address1112 1/2 Fourth Ave.

WEST VIRGINIA

Phone Number 3-3453
Transmitter Location Harvettown Rd.
Air Time Daytime
News Service UP
Transcription Service Standard
Representative Ind. Met. Sales
President A. B. Hyman
Gen., Comm. Mgr. Lan Singer
Program Director R. Dean Sturm
Chief Engineer Harold F. Sturm
Consulting Engineer Jansky & Bailey

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 1050 McCoy Road
Air Time Unlimited
News Service AP
Transcription Service Capitol
Representative Transit Radio, Walker
Membership NARTB, BAB
Pres., Gen., Sta. Mgr. F. J. Evans
Program Director Charles T. Snowdon
Commercial Manager Ralph S. Hatcher
News Director Bill Austin
Chief Engineer Robert L. Nixon
Consulting Engr. Craven, Lohnes & Culver

WSAZ

HUNTINGTON—1923—ABC

Frequency: 930 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By WSAZ, Inc.
Business-Studio Address 912 1/2 Third Ave.
Phone Number 38-401
Transmitter Location 28th St. & Park at
C. & O. R. R.
Air Time 6 a.m.-1 a.m.
News Service AP
Transcription Service Lang-Worth, SESAC
Representative Branham
Membership NARTB, BAB
President Col. J. H. Long
Gen., Sta. Mgr. Marshall Rosene
Commerical Manager Tom Garten
Sales Prom. Mgr., Pub. Dir. Jack Gary
Prod. Dir., Chief Anncr. Bert Shimp
News Director Ron Miller
Pgm., Music. Dir., Farm Edit. Ted Eiland
Chief Engineer Leroy Kilpatrick
Consulting Engineer Odes Robinson

WLOG

LOGAN—1940

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By C. H. Frey, R. O. Greever
Address Logan
Phone Number 540
Air Time Unlimited
News Service UP
Transcription Service World

WPEM

MARTINSBURG—1946

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Martinsburg Bcstg. Co.
Business Address P. O. Box 874
Phone Number 5252
Transmitter Location Red Hill
Air Time 6:28 a.m.-11 p.m.
News Service AP
Transcription Service World
Representative Burn-Smith
Membership NARTB, BAB
Co-Partners C. M. Zinn, C. Leslie Golliday
Gen., Sta. Mgr. C. Leslie Golliday
Comm., Sales Prom. Mgr. Ames L. Harper
Pgm. Dir., Chief Anncr. Charles Rand
Production Director Robert Brown
News Director Oscar Luria
Chief Engineer Sterling Heil
Consulting Engineer A. D. Ring

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
President Arnold M. Vickers
Comm.-Sales Prom. Mgr., Publicity
Director Andrew W. Vickers
Pgm., Prod. Dir. Ted Nelson
Chief Announcer Jack Moran
News Director John Evans
Chief Engineer Campbell J. Craver
Musical Director Betty Kitchen
Consulting Engineer Odes E. Robinson

WAJR

MORGANTOWN—1941—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By West Virginia Radio Corp.
Business-Studio Address 446 Spruce St.
Phone Number 9488
Transmitter Location 100 Charleston Ave.
Air Time 6:30 a.m.-M.
News Service UP
Transcription Service World
Membership NARTB, BAB
President Agnes J. Reeves Greer
General Manager Ford Billings
Commercial Manager John W. Johns
Program Director Bos Johnson
Chief Announcer Nick Basso
Chief Engineer Clarence Rulong

WMOD

MOUNDSVILLE—1950

Frequency: 1470 Kc. Power: 1000 Watts d.
Owned-Oper. By James D. Sinyard
Address P. O. Box 308

WEST VIRGINIA

Phone Number1730
News ServiceUP
Pres., Gen., Comm. Mgr. James D. Sinyard
Program Director..... Bob Clark
Promotion Manager..... Helen Sandy
Chief Engineer..... Jerry Boles
Technical Supervisor..... Andrew H. Kovlan
News Director..... Bill Hawley

WOAY OAK HILL—1947

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

News Service AP
Transcription Service Capitol
Membership NARTB. BAB
Pres., Sta., Gen. Mgr., Chief Engineer
Robert R. Thomas, Jr.
News Director Curt Blair
Consulting Engineer Odie Robinson

WCOM PARKERSBURG—1947—ABC-LBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By..... Parkersburg Bcstg. Co.
Business-Studio Address..... 317 Ninth St.
Phone Number 7-4991-2
Transmitter Location..... New York Ave.
Air Time 6 a.m.-1:30 a.m.
News Service UP
Transcription Service World
Representative Joseph Hershey McGillvra
President..... Joseph M. Handlan
General Mgr..... Richard S. Cotte-man
Commercial Manager A. N. Archer
Chief Engineer..... Buford Barickman

WPAR PARKERSBURG—1935—CBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By..... Ohio Valley Bcstg. Corp.
Business-Studio Address 211 1/2 5th St.
Phone Number 75-475
Transmitter Location..... Route 2
News Service AP
Transcription Service Thesaurus
Representative Branham
Membership NARTB
President..... Austin V. Wood
Gen., Sta., Comm. Mgr. George H. Clinton
Sales Prom. Mgr..... Lawrence V. Murphy
News, Pgm. Dir. Sherman Grimm
Publicity Director Joyce S. Burdette
Musical Director Frank Hains, Jr.
Chief Engineer..... V. G. Brooks

WWYO PINEVILLE

Frequency: 970 Kc. Power: 1000 Watts
Owned-Oper. By Wyoming Bdcstg. Co., Inc.

Address P. O. Box 184
Phone Number 2711
Air Time Local Sunup-Sunset
News Service UP
Transcription Service MacGregor, Cole
Representative McGillvra, Inc.
President..... R. D. Bailey
Gen., Sta., Comm. Prom., Pub. Dir.

Erle G. Howery
Program Director Theodore W. Wolfe
Chief Announcer Van Darby
Chief Engineer William Stone

WLOH PRINCETON—1947—KBS-LBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By..... Mountain Bcstg. Service,
Inc.

Phone Number 2151-2
Studio-Trans. Loca. Lilly Grove Addition
Air Time..... 6 a.m.-11 p.m.
News Service UP
Transcription Service Lang-Worth
Membership NARTB
President..... Harold P. Hunnicutt
Gen., Sta. Mgr., News Dir. Melvin F. Barnett
Comm., Sales Prom. Mgr. James M. Angel
Prod., Pub., Pgm. Dir. James H. Mayes, Jr.
Chief Announcer Al Rich
Chief Engineer..... Earl H. Graham
Farm Editor James H. Mayes
Consulting Engineer Bevins-Caldwell

WRON RONCEVERTE—1947—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By William E. Blake
Address Ronceverte
Phone Number 300
Air Time Unlimited
News Service AP
Transcription Service SESAC
Representative..... Joseph Hershey McGillvra
Membership NARTB
Pres., Gen. Mgr. William E. Blake
Commercial Manager..... Carl E. Lipps
Program Director..... John Morrissey
Chief Engineer..... Herbert S. Jackson

WEIR WEIRTON—1950

Frequency: 1430 Kc. Power: 1000 Watts
Owned-Oper. By..... Tri-State Bcstg. Co.
Address..... 234 No. 4th St., Steubenville
Phone Number..... Steubenville 2-9721
Transcription Service..... Associated, Thesaurus
News Service AP
President..... Thomas E. Millsop
General Manager..... Paul G. White
Commercial Manager..... Charles H. McFarland
Pgm. Dir., Prom. Mgr. James M. Flenniken
Chief Engineer..... Frank W. Schaefer, Jr.
News Director..... Paul Harris

W B R W

WELCH—1940—MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By McDowell Service Co.
 Address 10 Riverside Drive
 Phone Number 818
 News Service AP
 Transcription Service Standard
 Membership NARTB, BAB
 President J. G. Hunt
 Sta., Gen., Comm. Mgr. Ellis Landreth
 Pgm., News Dir. John J. Villani
 Chief Engineer Dallas P. Boyd

W E L C

WELCH—1950

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By Pocahontas Bcstg. Co.
 Address King Coal Bldg.
 Phone Number 1150
 Representative McGillvra
 Transcription Service Capitol
 News Service UP
 Pres., Chief Engr. Howard R. King
 Vice-President Sammy Sidote
 General Manager Tom Hicks
 Commercial Manager Luther G. Bassett
 Program Director Jim Runyon
 Secy.-Treas. D. C. Bradberry

W H A W

WESTON—1948—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Lewis Service Corp.
 Address Main Avenue
 Phone Number 1555
 News Service AP
 Transcription Service World, Associated
 Representative Donald Cooke, Inc.
 Pres., Gen. Mgr. Harold McWhorter
 Sta., Comm. Mgr. Carl Loose
 Sales Promotion Manager Glenn Short
 Program Director Louis B. Homel
 Production Director Dolores R. Homel
 Chief Announcer Fred Pell
 Chief Engineer George W. Waggoner

W H L L

WHEELING—1949

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Operated By Wheeling Bcstg. Co.
 Address Box 989
 Phone Number 6700
 News Service UP
 Transcription Service Capitol
 Owners K. H. Forney, G. A. Forney,
 E. L. Freeman
 Gen. Mgr., Chf. Engr. K. H. Forney
 Program Director Edward G. Trisler

AP SELLS

For Stations and Sponsors —

For instance WSAZ

“The S. S. Lawrence drug store has sponsored more than 2,500 consecutive AP newscasts over WSAZ—seven each week since 1943.

“Associated Press news is a very important factor in WSAZ’s revenue. It gives us easy-to-sell programming—programming that helps listener-wise and dollar-wise. We carry 59 AP newscasts every week.”

MARSHALL ROSENE,
 General Manager,
 WSAZ, Huntington, W. Va.

W K W K

WHEELING—1941—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By..... Community Bcstg., Inc.
 Trans. Add. Pythian Bldg. 16th & Market Sts.
 Phone Number..... 5320
 Air Time..... Unlimited
News Service..... UP
 Station Representative..... Weed
 President..... Joe L. Smith
 General Manager..... John B. Reynolds
 Commercial Manager..... Alfred C. Ihlenfeld
 Program Director..... Nancy A. Hilmes
 News Director..... Dale Schussler
 Chief Announcer..... Ray Vingi
 Chief Engineer..... Fred A. Baker

W W V A

WHEELING—1926—CBS

Frequency: 1170 Kc. Power: 50,000 Watts
 Owned-Operated By..... The Fort Industry Co.
 Address..... Hawley Bldg.
 Phone Number..... Wheeling 5383
 Transmitter Location..... St. Clairsville, Ohio
 Air Time..... Unlimited

News Service..... AP
Transcription Service..... Lang-Worth, Cole
Representative..... Petry
Membership..... NARTB
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

W B T H

WILLIAMSON—1939—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By..... Williamson Bcstg. Corp.
 Business Address..... Williamson
 Phone Number..... 1241-2
 Studio-Transmitter Location..... 5½ E. Second
 Ave.
 Air Time..... 6a.m.-M.
News Service..... UP
Transcription Service..... World
Membership..... NARTB
President..... Clarence Lovitch
Gen.-Sta.-Comm. Mgr...... Alice Shein
Program Director..... John T. Blair, Jr.
Chief Engineer..... Robert W. Bullo

WISCONSIN

*Population 3,434,575—Increase + 9.5% (1940-1950)—Radio Homes 882,140
 Families 903,840—Stations in State 48*

W A T K

ANTIGO—1947

Frequency: 900 Kc. Power: 250 Watts d.
 Owned-Oper. By..... Antigo Bcstg. Co.
 Business-Studio Address..... Antigo
Transcription Service..... Standard
 President..... Artemas F. Burner
 Manager..... G. McElrone
 Commercial Manager..... Ted Homerding
 Program Director..... R. Stake
 Chief Engineer..... Harry Wardwell

W H B Y

**APPLETON—1924—MBS
 WISCONSIN**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By..... WHBY, Inc.
 Bus.-Studio Address..... 600 So. Lawe St.
 Phone Number..... 3-6639
 Air Time..... 6 a.m.-M.
News Service..... AP
Transcription Service..... Lang-Worth
 Representative..... Everett-McKinney
Membership..... NARTB
Comm. Gen., Sta. Mgr...... Earl H. Huth
Sales Promotion Manager..... Richard Moore
Program Director..... Robert Petrie

Production Director..... Anne Rohowetz
Publicity Director..... Lewis Process
Chief Announcer..... Harry Krane
News Director..... Ann Fieweger
Music Director..... Ray Brock
Chief Engineer..... George Merkl
Farm Editor..... Ed Papan

W A T W

ASHLAND—1940—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By..... Upper Michigan-Wisconsin
 Broadcasting System, Inc.
 Address..... 321 2nd Street W.
 Phone Number..... 1680
 Transmitter Location..... South Ellis Ave.
 Air Time..... 6:55 a.m.-12 M.
News Service..... UP
Transcription Service..... World
Representative..... Walker
Membership..... NARTB
President..... William L. Johnson
Sta., Comm., News Dir...... Todd Hoqan
Sales Prom. Mgr., Prod. Dir...... Arnold Peterson
Pgm., Pub., Music. Dir...... Mary Jean Anno
Chief Announcer..... Clyde Johnson
Chief Engineer..... Otto Link
Farm Editor..... Paul Ruse

W B E L

BELOIT—1948

Frequency: 1380 Kc. Power: 1000 Watts d.
 Owned-Oper. By Beloit Bcstrs., Inc.
 Business-Studio Address 335 E. Grand Ave.
 Phone Number College 1380
 Transmitter Location 900 E. Elmwood Ave.
 Air Time Daytime
 News Service AP
 President Lloyd Burlingham
 Gen., Sta. Mgr. L. O. Fitzgibbons
 Commercial Manager Joe Moen
 Program Director John Rhodes
 Musical Director Irving Tingley
 Chief Engineer Leo Wilson
 Consulting Engineer Nathan Williams

W G E Z

BELOIT—1948—MBS-WISCONSIN

Frequency: 1490 Kc. Power: 100 Watts
 Owned-Oper. By Beloit Bcstg. Co.
 Business-Studio Address Hotel Hilton
 Phone Number College 6024
 Transmitter Location U. S. Hwy. 51
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service World
 Representative William G. Rambeau
 Owner, Gen., Sta., Prom. Mgr. Sidney H. Bliss
 Commercial Manager Charles W. Bessire
 Pgm., Prod., Pub., News Dir. R. K. Brown
 Chief Engineer Stanley Holmes
 Musical Director Ruth Barr

W B I Z

EAU CLAIRE—1947—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By WBIZ, Inc.
 Bus.-Studio-Transmitter Address 609 Cameron St.
 Phone Number 5111-2
 Air Time 6:30 a.m.-12 M.
 News Service UP
 President, General Mgr. James J. Conroy
 Station Manager Alvina Britz
 News, Prod., Pgm., Dir. Jack Davis
 Chief Engineer Kenneth Bergum
 Commercial Manager Comml. Radio Equip.

W E A U

EAU CLAIRE—1937—NBC

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Operated By Central Bcstg. Co.
 Business-Studio Add. 203½ S. Barstow St.
 Phone Number 6149
 Transmitter Location County Trunk QQ
 Air Time 6 a.m.-1 a.m.
 News Service UP
 Trans. Serv. Associated, Lang-Worth, World, SESAC
 Representative Ra-Tel, Bullmer & Johnson
 Membership NARTB, BAB
 President Morgan Murphy

General Manager W. C. Bridges
 Station-Comm. Mgr. Harry S. Hyett
 Sales Prom. Mgr., Pgm., Prod., Dir.
 Chief Announcer Robert E. Nelson
 News, Pub. Dir. Dick Vogel
 Musical Director Robert Montgomery
 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., News Dir. John E. Kelly
 Pgm. Dir., Chief Anncr. Robert Froemming
 Comm., Sales Prom. Mgr. Richard Werner
 Publicity Director Lowell Christison
 Musical Director Barbara Werner
 Chief Engineer Oscar Sielaff
 Farm Editor Jack Kelly

K F I Z

FOND DU LAC—1922

MBS-WISCONSIN

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KFIZ Bcstg. Co.
 Bus.-Studio-Transmitter Address 18 W. First St.
 Phone Number 356
 Air Time 6:30 a.m.-10 p.m.
 News Service UP
 Membership NARTB
 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—1925—CBS

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Operated By WHBY, Inc.
 Business-Studio Address Bellin Bldg.
 Phone Number Adams 1
 Transmitter Location W. De Pere
 News Service AP
 Representative Weed
 Managing Director Rev. M. J. Beemster
 General-Station Mgr. Haydn R. Evans
 Sales Prom. Manager Lee Stinson
 Program Director Clair Stone
 News Director Michael Griffin
 Musical Director Clarence Edges
 Chief Anncr., Prod. Dir. Roger Muller
 Publicity, Promotion Director Karl Gorsche
 Chief Engineer Wallace Stangel
 Farm Editor Eddy Jason

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 Ted Taylor Co.
 Membership NARTB
 President Ben A. Laird
 Sta., Gen. Mgr. Robert G. Nelson
 Commercial Manager John Harvey
 Prog.-Prod. Director Don Arthur
 Pub. Dir., Chief Announcer John R. Kessenich
 News Director Robert Houle
 Musical Director Roy Hessler
 Chief Engineer Paul C. Tyrrell
 Consulting Engineer Nathan Williams

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
 Transmitter Location Bellevue
 Air Time 6 a.m.-local sunset
 News Service AP
 Transcription Service Standard
 Membership NARTB, BAB
 President V. I. Minahan
 General Manager A. B. Turnbull
 Station Manager John M. Walter
 Prom., Comm. Mgr. Glen R. Holznecht
 Program Director Bob Kelly
 Publicity Director Ann Weizenegger
 Production Director Lester Sturmer
 Musical Director Vi Govin
 News Director John M. Walter
 Chief Engineer Elmo Reed
 Farm Editor Les Sturmer
 Consulting Engineer George Davis

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 a.m.-11 p.m.
 News Service AP
 Transcription Service World, Capitol
 Representative William G. Rambeau
 Membership NARTB, BAB
 Pres., Gen. Mgr. Sidney H. Bliss
 Sta., Prom. Mgr., News Dir. V. W. Williams

Commercial Manager Charles W. Bessire
 Pgm., Prod., Pub. Dir. Joseph G. Urban
 Musical Director Stanley Neuberger
 Chief Engineer Wayne Clay
 Farm Editor Grant A. Ritter

W L I P

KENOSHA—1947

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Operated By Kenosha Bcstg. Co.
 Bus.-Studio-Transmitter Address 625 57th St.
 Phone Number 6162-3, 3021
 Air Time Daytime
 News Service UP
 Transcription Service World
 Representative Everett McKinney
 Membership NARTB, BAB
 General Manager William L. Lipman
 Sta., Comm. Mgr. Hugh Gately
 Sales Promotion Manager Emil Olson
 Program Director Jerome Golden
 Production Director Steve Kelley
 Chief Engineer Casimir Lubinsky
 Pub., News Dir. Virginia Taylor
 Farm Editor, Chief Anncr. Leo Porwaniecki

W K B H

LA CROSSE—1923—NBC

Frequency: 1410 Kc. Power: 5000 Watts
 Owned-Operated By WKBH, Inc.
 Business-Studio Address 409 Main St.
 Phone Number 2-4678
 Transmitter Location Gillette St.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Representative The Taylor Co.
 Membership NARTB
 President, Station Mgr. Howard Dahl
 Program Director Berneice Callaway
 Publicity Director Paul Ziemer
 Chief Engineer Al Leeman

W K T Y

LA CROSSE—1948—MBS—MBN

Frequency: 580 Kc. Power: 1000 Watts
 Owned-Operated By La Crosse Bcstg. Co.
 Business-Studio Address 112 N. 4th St.
 Phone Number 2-6042
 Transmitter Location On Stoddard Rd. Hwy.
 53, 4 Mi. So. of La Crosse
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative Weed
 V. P., Comm., Sta., Gen. Mgr. Verl Bratton
 Asst. Mgr., Pgm., Pub., Prod. Dir. J. Bondeson
 Chief Engineer J. Harold White

W L C X

LA CROSSE—1947—MBS

Frequency: 1490 Kc. Power 250 Watts
 Owned-Operated By Bermac Radio, Inc.

WISCONSIN

Business-Studio Address.....State Bank Bldg.
Phone Number4-4521
Transmitter Location.....Lang Drive
Air TimeUnlimited
News ServiceUP
Transcription Service.....Standard
President.....James J. Conroy
General Manager.....Milo Knutson
Commercial Manager.....Jerry Moen
Sales Promotion Mgr.....Paul G. Osborne
Prog. Dir.-Production Mgr.....S. O. Torgerson
News Director.....Dean Osmundson
Chief Engineer.....Elphin G. Rinn
Farm Editor.....Clifford Lue

WLDY LADYSMITH—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Flambeau Bcstg. Co.
Bus.-Studio-Transmitter Address. Westlake Ave.
Phone Number584
Air Time6 a.m.-12 M.
News ServiceUP
Transcription Service.....World
Representative.....Thomas Clark, O. Lawson
Membership.....NARTB, BAB
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 Annrc., News Dir.....Jeff Evans
Musical Director.....Jeanne Brown
Chief Engineer.....Darrel Holbrook
Farm Editor.....Orrin Garwood

WIBA MADISON—1925—NBC

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By.....Badger Bcstg. Co.
Business-Studio Address.....3800 Regent St.
Phone Number3-5311
Transmitter Location.....Fitchburg
News ServiceAP
Transcription Service.....Thesaurus
Representative.....Avery-Knodel
Membership.....NARTB, BAB
President.....William T. Evjue
General Manager.....Kenneth F. Schmitt
Business Manager.....Howard A. Johnson
Program Director.....Robert N. Dick
News Director.....Jack Newman
Chief Engineer.....Norman Hahn
Farm Editor.....Frank Mayfield

WISC MADISON—1948 ABC-ARROWHEAD

Frequency: 1480 Kc. ...Power: 1000 Watts d.,
1000 Watts n.
Owned-Oper. By.....Radio Wisconsin, Inc.
Address.....Comm. State Bank Bldg.
Phone Number7-2588

Transmitter Location.....Seyene Rd., Route 4
Air Time6 a.m.-12 M.
News ServiceUP
Transcription Service.....Associated Library
Representative.....Ra-Tell, Inc.
President.....Morgan Murphy
Executive Director.....W. C. Bridges
General Manager.....Ralph O'Connor
Commercial Manager.....Richard S. Nickeson
Sales Promotion Manager.....Morton Wagner
Program Director.....Robert Swanson
Prod., Pub. Dir.....Charles Dickoff
Chief Announcer.....Ray Streeter
News Director.....Michael Hinn
Musical Director.....Beverly White
Chief Engineer.....W. M. Greely

WKOW MADISON—1948—CBS

Frequency: 1070 Kc....Power: 10,000 Watts d.,
5,000 Watts n.
Owned-Oper. By.....Monona Bcstg. Co.
Address.....215 W. Washington Ave.
Phone Number7-2261
Transmitter Location.....MacFarland
Air Time.....5:30 a.m.-12 M.
News Service.....UP
Transcription Service.....Capitol
Representative.....Headley Reed
President.....Stewart Watson
Gen., Sta., Comm. Mgr.....Michael Henry
Program Director.....Mary Casey
Chief Announcer.....Pat Hernon
News Director.....Jack Davis
Chief Engineer.....Vince Vanderheiden
Farm Editor.....Roy Gumtow

WOMT MANITOWOC—1926—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Francis M. Kadow
Business-Studio Address.....Radio Bldg.
Phone Number6015
Transmitter Location.....3600 Block, Marshall St.
Air Time.....7 a.m.-6 a.m.
News Service.....UP
Transcription Service.....World
Representative.....Ra-Tel
Membership.....NARTB
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

WISCONSIN

Phone Number 2-6631
Air Time Unlimited
News Service UP
Transcription Service Capitol
Representative Robert Mesker
Membership NARTB, BAB
President William E. Walker
General-Station Mgr. Joseph D. Mackin
Commercial Manager Howard L. Emich
Sales Promotion Manager Pat Kehoe
Program Director Bob Southard
Production Director Edward Marshall
News Director Robert Macaulay
Chief Engineer A. L. Stewart
Farm Editor John Bell
Consulting Engineer A. D. Ring

WDLB

MARSHFIELD—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts d.,
250 Watts n.

Own.-Oper. By Dairyland's Bdcstg. Serv., Inc.
Add. Trans. Loca. 1710 N. Central Ave.
Phone Number 1212
Air Time 6:30 a.m.-11 p.m.
News Service UP
Transcription Service Capitol, SESAC
Membership NARTB, BAB
President Lloyd L. Felker
Gen., Sta. Mgr., Pub. Dir. Robert W. Behling
Commercial Manager Duane Allen
Sales Promotion Manager Roger Thompsen
Program Director Bob Hansen
Prod., Music. Dir. Ulamae Knutson
Chief Anncr., Farm Editor Larry Sundquist
News Director Ted Moore
Chief Engineer Jerry Boos
Consulting Engr. N Williams, Oshkosh, Wis.

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
Pres., Comm., Gen., Mgr. George F. Meyer
Program Director Irma Meyer
Chief Engineer Ray Bohnert

WLIN

MERRILL—1948—MBS

Frequency: 550 Kc. Power: 1,000 Watts
Owned-Operated By Alvin E. O'Konaki
Business Address Merrill
Phone Number 1444
Air Time 6:30 a.m.-12 M.
Transmitter Location Hwy. 51 and 17
News Service AP
Membership NARTB, BAB

Transcription Service Standard, Capitol
Representative Rambeau
President Alvin E. O'Konaki
Sta., Comm., Prom., Gen'l Mgr. Tony Marta
Chf. Anncr., News Dir. Jack Larkin
Chief Engineer Chris Zercher
Consulting Engr. John Creutz

WEMP

MILWAUKEE—1935

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Milwaukee Bcstg. Co.
Bus. Address 710 N. Plankinton Ave.
Phone Number MARquette 8-7722
Studio Trans. Location 5407 W. Martin Dr.
Air Time 24 Hours
News Service UP
Representative Headley Reed
Membership NARTB
President Glenn D. Roberts
General Manager Hugh K. Boice, Jr.
Commercial Manager John C. Gagliano
Sales Prom. Manager Tom Dyson
Pgm. Dir., Chief Announcer Tom Shanahan
News Director Hal Prey
Musical Director Elmer Ihrike
Chief Engineer Rolland Paske

WOKY

MILWAUKEE—1947

Frequency: 920 Kc. Power: 1000 Watts d.
Owned-Oper. By Bartell Bdcsters, Inc.
Bus.-Studio Address Empire Bldg.
Phone Number Broadway 1-8428
Air Time 24 Hours
Transmitter Location Town of Greenfield
News Service UP
Representative Weed & Co.
Pres., Gen. Mgr. Gerald A. Bartell
Chief Engineer Ralph Evans

WFOX

MILWAUKEE—1946

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Oper. By Wisconsin Bcstg. System,
Inc.
Bus.-Studio-Transmitter Address 739 No.
Broadway
Phone Number Broadway 2-1272
Air Time Sunrise-sunset
News Service AP
Representative Ra-Tel
Pres., Gen.-Sta. Mgr. Charles J. Lanphier
Program Director John Van Osch
Prod., Pub. Dir. Charles La Force
Chief Announcer Paul Bartell
Chief Engineer George Dodge
Musical Director Sammy Madden

WISN

MILWAUKEE—1922—CBS

Frequency: 1150 Kc. Power: 5,000 Watts
Owned-Oper. By Hearst Radio, Inc.

WISCONSIN

Address 540 N. Plankinton Ave.
Phone Number Division 2-3000
Transmitter Location 5001 So. 60th St.
Air Time Unlimited
News Service INS, UP
Transcription Service World
Representative The Katz Agency
Membership NARTB
President Charles B. McCabe
V. P., Gen. Mgr. Hearst Radio, Inc.

Tom A. Brooks
V. P., Gen., Comm., Mgr. WISN, G. W. Grignon
Promotion Director George DeGrace, Jr.
Program Director Jack Raymond
Chief Announcer Milt Brandl
Musical Director Elmer Krebs
Chief Engineer Donald A. Weller
Farm Editor Frances X. Haggerty
Consulting Engr. A. Earl Cullum, Jr.

WMAW

MILWAUKEE—1947—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 6 a.m.-12 M.
News Service UP
Representative Bolling Co.
President Clifford C. Randall
Gen.-Sta.-Comm. Mgr. Jack Bundy
Sales Prom. Mgr., Pub. Dir. Doris Jacob
Program Director Donald McClellan
Production Director Hal Walker
Musical Director Ralph Herman
Chief Engineer Raymond Host
Farm Editor Bob Frisch

WMIL

MILWAUKEE—1947

Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Oper. By Cream City Bcstg. Co., Inc.
Bus.-Studio Address 2625 W. Wisconsin Ave.
Phone Number West 3-1290
Transmitter Location Whitefish Bay
Air Time 6 a.m.-Local sunset
News Service UP
Transcription Service SESAC
Representative Forjoe
President Gene Posner
Gen., Sta., Comm. Mgr. Jerome Sill
Chief Engineer Gino Monaco

WTMJ

MILWAUKEE—1927—NBC

Frequency: 620 Kc. Power: 5000 Watts
Owned-Oper. By The Journal Co.
Business Address 333 W. State St.
Phone Number MAquette 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
Traffic Director Frank Bignell
Musical Director Maurice Kipen
Chief Engineer Phil Laeser

WNAM

NEENAH—MENASHA—1947

Frequency: 1280 Kc. Power: 1,000 Watts
Owner Neenah-Menasha Bcstg. Co.
Bus.-Studio Add. Neenah Natl. Mfrs. Bank Bldg.
Phone Number 2-2871
Transmitter Location Rte. 1, Neenah
Air Time 6 a.m.-11 p.m.
News Service UP
Transcription Service Associated
Representative Devney
V. P., General Manager Don C. Wirth
Chief Engineer E. W. Fliegel

WOSH

OSHKOSH—1941—ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Oshkosh Bcstg. Co.
Phone Number Stanley 4580
Transmitter Location 1235 Bowen St.
Air Time Unlimited
Transcription Service World
Representative Donald Cooke
President Wm. F. H. Johns, Jr.
Comm., Gen. Mgr. Allen Embury
Program Director Warren Haines
Promotion Manager Charles Dargan
News Director William Jones
Chief Engineer Oscar Oren
Farm Editor Allen Sampson

WIBU

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
Air Time Unlimited
News Service UP
Transcription Service Standard, SESAC
Representative Burn-Smith
Pres., Gen., Comm. Mgr., Farm Editor
William C. Forrest
Sales Prom. Mgr. Doris MacPherson
Program Director Sarah Forrest
News Director Clifford Conohan
Chief Engineer L. Stanley Sadler

WRAC

RACINE—1950

Frequency: 1460 Kc. Power: 500 Watts d.
Owned-Oper. By Bell City Bcstg. Co.

WISCONSIN

Address 423 Main St.
Phone Number 2-1627
Representative Cooke
News Service UP
Pres., Gen. Mgr. Jerome Sill
Secy.-Treas. Gene Posner
Commercial Manager Merschell Lewis
Program Director Bert Mulroy
Chief Engineer Gino Monaco
Engineering Supervisor Howard Immekus
News Director Bill Gumm

WRJN

RACINE—1926—ABC-WISCONSIN
KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Racine Bcstg. Corp.
Business Address 441 Main St.
Phone Number 4-3311
Transmitter Location Victory & Kentucky Sts.,
Mt. Pleasant
Air Time 6:15 a.m.-10:15 a.m.
News Service AP
Representative Walker
Membership NARTB, BAB
President Frank R. Starbuck
General Manager Harry R. LePoidevin
Station Manager Harold J. Newcomb
Commercial Manager Gerald D. Nelson
Chief Anncr., Pgm. Dir. Lyman Merens
News Director Eddie Bronson
Prom. Mgr., Pub. Dir. Amelia French
Musical Directr Orson White
Chief Engineer F. Lee Dechant
Consulting Engineer George C. Davis

WOBT

RHINELANDER—1947—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Oneida Bcstg. Co.
Business Address Rhineland
Phone Number 1240
Studio-Transmitter Location Hiway 8, E.
Air Time Unlimited
News Service UP
Representative Cooke
Transcription Service World
President John R. Tomek
Gen., Comm. Mgr., News Dir. Don Mortwedt
Program Director Bill Neal
Promotion Manager Bruce Radder
Chief Engineer Charles Bresette

WJMC

RICE LAKE—1938

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By WJMC, Inc.
Address Trans. Loca. 1615 S. Main
Phone Number 550
Air Time 6:30 a.m.-11:05 p.m.
News Service UP
Transcription Service World
Representative Ra-Tel

Membership FMA
President W. C. Bridges
Station Manager Russell J. Brown
Production Director Bob Topinka
Chief Anncr., Pgm. News Dir. Paul Albrecht
Musical Director Bob Topinka
Chief Engineer Robert Kolsky

WRCO

RICHLAND CENTER—1949

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Richland Bcstg. Co.
Address P. O. Box 192
Phone Number 20
Transmitter Location R.F.D. Route 2
Air Time 6 a.m.-10:30 p.m.
News Service UP
Trans. Serv. SESAC, Lang-Worth
Membership NARTB, BAB
President Arthur Overgaard
Gen., Mgr., Chief Engr. T. R. Kelley
Program Director R. J. Bodden
News Director Joseph Koelsch
Chief Engineer Donald Northrop

WTCH

SHAWANO—1948

Frequency: 960 Kc. Power: 1,000 Watts d.
Owner Shawano County Leader Pub. Co.
Business-Studio Address 107 E. Green Bay St.
Telephone Number 666
Transmitter Location Hiway 29
Representative Schepp-Reiner
Air Time Daytime
News Service UP
Transcription Service World
General Manager Jeanne Heal
Station Manager D. W. Hodgins

WHBL

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 4844-5
Transmitter Location Hway, 141
Air Time 7 a.m.-11 p.m.
News Service AP
Representative Taylor Co.
Membership NARTB, BAB
President A. Matt Werner
General-Comm. Mgr. G. P. Richards
Program Director Glen James
Chief Announcer Hal O'Halloran
News Director Glen James
Chief Engineer Herbert J. Mayer

WTWT

STEVENS POINT—1948

Frequency: 1010 Kc. Power: 250 Watts d.:
Owned-Oper. By Stevens Pt. Bcstg. Co.

WISCONSIN

Business-Studio Address.....414 Main St.
Phone Number2744-5
Transmitter Location..2 Blocks No. of Stevens
Point city limits
Air TimeSunrise-sunset
News ServiceUP
Transcription ServiceSESAC
RepresentativeHal Holman
Gen., Comm. Mgr.....L. Larry Zurawski
News, Pgm. Dir., Prom. Mgr.....Rikk Riley
Chief Engineer.....Justin Sloniker

W D S M

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.....Conners Point
Air Time.....6:25 a.m.-11:35 p.m.
News ServiceAP
Transcription ServiceCapitol
Representative.....Free & Peters
MembershipNARTB
PresidentRobert Ridder
General-Station Mgr.....Carl Bloomquist
Commercial Manager.....Bill Kirby
Sales Prom. Mgr.....Harry Gradin
Program Director.....Lew Martin
Chief Announcer.....James Payton
Chief Engineer.....Melvin Laskey

W T T N

WATERTOWN—1950—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By....Watertown Radio, Inc.
Address.....104 W. Main St.
Phone Number2215
RepresentativeDevnsy
News ServiceUP
President.....Albert B. Gale
Program Director.....Carl V. Kolata
News Director.....Willard James

W A U X

WAUKESHA—1946

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Operated By....Waukesha Bcstg. Co.
Business-Studio Address.....319 W. Main St.
Phone Number6619
Transmitter LocationR. 1. Orchard St.
Air TimeSunrise-sunset
News ServiceAP
Transcription ServiceLang-Worth
Representative.....McGeehan & O'Mara
MembershipNARTB

PresidentCarl Taylor
Gen., Sta., Comm. Mgr.....Mig Figi
Sales Prom. Manager....Charles E. Williams
News DirectorPaul Clifford
Farm Editor, Pgm. DirDonald Froehlich
Production DirectorMary Miles
Chief Engineer.....Adin Randle

W S A U

WAUSAU—1937—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper By.....The Journal Co. (The
Milwaukee Journal)
Business-Studio Address.....714 Fifth St.
Phone Number6521
Transmitter Location.....Coates Lane R. R. 3
Air TimeUnlimited
News ServiceAP
Transcription ServiceThesaurus
RepresentativeMeeker
Station Manager.....Ben F. Hovel
Program Director.....R. J. Topinka
Technical Supervisor.....R. W. Richardt

W B K V

WEST BEND—1950

Frequency: 1470 Kc.....Power: 500 Watts d.
Owned-Oper. By.....West Bend Bcstg. Co.
Address.....Decorah Rd. & S. Indiana Ave.
Transcription ServiceCapitol
News ServiceUP
Pres., Gen., Comm. Mgr.....Paul J. Mueller
Chairman of Board.....August C. Berkholtz
Vice-President.....Wendell S. Ciganic
Treasurer.....Carl H. Rhode
Secy., Chief Engr.....Paul J. Ripple
Program Director.....Edward Ruetz

W F H R

WISCONSIN RAPIDS—1940

MBS-WIS.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....William F. Huffman Radio,
Inc.
Business Address141 W. Grand Ave.
Phone Number1340
Transmitter Location.....1500 Bonow Ave.
Air Time6:30 a.m.-10:30 p.m.
News ServiceAP
Transcription ServiceCapitol
MembershipNARTB
President.....Louise F. Huffman
Gen., Sta. Mgr., Pub. Dir....Geo. T. Frechette
Prom., Comm. Mgr.....Bruce G. Beichl
News, Pgm., Prod. Dir.....Jim Tighe
Chief Anncr., Farm Editor.....Arnie Strobe
Chief Engineer.....Gordon Miller
Consulting EngineerNathan Williams

WYOMING

Population 290,529—Increase +15.9% ('40-'50)—Radio Homes 78,280
Families 80,700—Stations in State 15

KSPR

CASPER—1930

MBS—INTERMOUNTAIN—KBS

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Operated By Donald L. Hathaway
Business Address Box 930
Phone Number 407
Studio-Transmitter Location 1st & Lennox Sts.
News Service UP
Transcription Service World
Representative Sears & Ayer
Membership NARTB, BAB
Owner, Pres., Mgr. Donald L. Hathaway
Commercial Manager ... Frederic W. Hulsmith
Program Director Marcus R. Nichols
Chief Engineer Duane W. Simons

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
News Service AP
Transcription Service Thesaurus
Membership NARTB, BAB
President Jack W. Perry
Comm., Prom., Gen., Sta. Mgr. J. R. Bailey, Jr.
Program Director E. L. Peiss
News, Publicity Dir. Frank Nagel
Chief Announcer Cliff Ewing
Chief Engineer John Mursy

KFBC

CHEYENNE—1940—ABC

Frequency: 1240 Kc. Power: 250 Watts
(C.P.: 710 Kc. 10,000 d.; 1,000 n.)
Owned-Operated By Frontier Bcstg. Co.
Business-Studio Address Plains Hotel
Phone Number Cheyenne 4461
Transmitter Location 3rd & Evans Ave.
News Service UP
Representative McGillvra
President Tracy S. McCracken
General Manager William C. Grove
Commercial Manager Frank Flynn

KODI

CODY—1947

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Absaroka Bcstg. Co.
Address 1277 Sheridan Ave.
Phone Number 444

Pres., Gen. Mgr. William J. Garlow
Sta., Prom. Mgr. James A. Dumas
Commercial Manager Mary Jean Birkes
Farm Editor, Pgm. Dir., Chief Engr'n.
Philip H. Barnhart
Publicity Director Dorothy R. Garlow
Chief Engr., News Dir. G. A. Barrus

KOVE

LANDER—1948—KBS—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Edward J. Breece
Business Address P. O. Box 436
Phone Number 488
Studio-Transmitter Location 1 Mi. N. of Lander.
Hiway. 287
Air Time 6 a.m.-11 p.m.
News Service UP
Transcription Service Capitol
President Edward J. Breece
Chief Engr., Sta., Gen. Mgr. ... F. A. Toomey
Commercial Manager Maurice Fitzgerald
Pgm. Dir., Chief Anncr. Clayt Holm
Publicity Director Jack Breece
Consulting Engineer Stanley Benson

KOWB

LARAMIE—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts d.
Own. Oper. By Snowy Range Bdcstg. Co., Inc.
Address P. O. Box 972
Phone Number 4888
Trans. Loca. ½ Mi. W. of City
Air Time 6:30 a.m.-11 p.m.
News Service AP
Transcription Service Standard
Membership NARTB
President F. O. Rice
Gen. Mgr., Pgm. Dir., Chief Engr., L. O. Smith
Comm., Sales Prom. Mgr., Chief Anncr.
J. C. Steele
News Director Eileen Carroll

KPOW

POWELL—1941

MBS-KBS-INTERMOUNTAIN

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By A. J. Meyer
Business Address Box 879
Phone Number 222
Air Time 6 a.m.-10 p.m.
News Service UP
Transcription Service SESAC, Cole
Representative Avery-Knodel

WYOMING

Gen., Sta. Mgr. Al Meyer
Prom., Comm. Mgr. Mel Whitmire
Program Director 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 1003-4
Air Time 7 a.m.-10:35 p.m.
News Service AP
Membership NARTB
Gen., Sta., Comm. Mgr. D. A. Fisher
Program Director Evelyn Barlow
Chief Engineer Gordon E. Clarke

KWRL

RIVERTON—1948

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Joseph P. Ernst
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-KBS**

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
Pres., Gen., Sta. Mgr.
Mrs. Marjorie L. McCracken

Comm., Sales Prom. Mgr. Michael Reid
Pgm., Pub. Dir. Imogene Parr
Production Director John Hardaway
Publicity Director Imogene Parr
Chief Engineer Gilbert Mueller
Consulting Engr. Stanley Benson

KWYO

SHERIDAN—1934—MBS-KBS

Frequency: 1410 Kc. Power: 1000 d., 500 n.
Owned-Operated By Bighorn Bcstg. Co.
Business-Studio Address 21 N. Main
Phone Number 61
Transmitter Location 1½ Mi. N.W. of Sheridan
Air Time 6 a.m.-11 p.m.
News Service UP
Transcription Service Lang-Worth
Representative Avery-Knodel
Membership NARTB, BAB
Pres., Gen., Sta. Mgr. Jim Carroll
Comm.-Sales Prom. Mgr. Don Tannehill
Prod., News, Pgm. Dir., Chief Anncr.
Bob Wilson
Chief Engineer Bob Crosthwaite

KGOS

TORRINGTON—1950

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Joseph P. Ernst
Phone Number 567
News Service UP
Owner Joseph P. Ernst

KWOR

WORLAND—1946—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Joseph P. Ernst
Address Box 92
Phone Number 308
Air Time Unlimited
Owner, Gen. Mgr., Chief Engr. Joseph P. Ernst
Commercial Manager Mildred V. Ernst

NOW THAT YOU
CAN HAVE THE BEST,
WHY BE SATISFIED
WITH LESS?

AP

TERRITORIES AND POSSESSIONS



ALASKA

KBYR

ANCHORAGE—1948

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Aleutian Bcstrs.
Business-Studio Address: P. O. Box 1960
Phone Number: 3-4433
Transmitter Location: Spenard Rd.
Air Time: Unlimited
News Service: UP, INS
Transcription Service: MacGregor, Captlcl
Representative: Donald Cooke
Director: Douglas Sparks

KENI

ANCHORAGE—1948-MBS-ABC-NBC

Frequency: 550 Kc. Power: 5000 Watts
Owned-Oper. By: Midnight Sun Bcstg. Co.
Business Address: Box 879
Phone Number: 20301
Studio Address: 4th Ave. Theatre Bldg.
Transmitter Location: Sunset Drive
Air Time: 6:30 a.m.-12 M.
News Service: AP, UP
Transcription Service: Associated
Representative: Wellington, Young
President: Miriam Dickey
Station Manager: A. G. Hiebert
Prom., Pgm., Prod. Dir.: Frank O. Brink
News Dir., Chief Anncr.: John A. Borges, Jr.
Chief Engineer: Jack M. Walden

KFQD

ANCHORAGE—1924—CBS—NBC

Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By: W. J. Wagner
Address: 830 Securities Bldg., Seattle
Phone Number: Seneca 6333
Transmitter Location: KFQD Road
Air Time: 6:30 a.m.-12 M.
News Service: AP
Transcription Service: Lang-Worth
Representative: Alaska Radio Sales; Scott
Pres., Gen. Mgr.: Wm. J. Wagner
Station Manager: Wm. Warner
Commercial Manager: Ken Laughlin
Program Director: Nancy Fleming
Chief Engineer: Chas. Mohler

KFAR

FAIRBANKS—1939—MBS—NBC

Frequency: 660 Kc. Power: 10,000 Watts
Owned-Operated By: Midnight Sun Bcstg. Co.
Business-Studio Address: Lathrop Building
Phone Number: East 380
Transmitter Location: Farmers Loop Road
Air Time: 6:30 a.m.-12 M.
News Services: AP and UP
Transcription Service: Capitol
Representative: Adam Young
President: Miriam L. Dickey
Station Manager: Alvin O. Bramstedt
Commercial Manager: Arvid Erickson
Program Director: Richard Greuel
Chief Anncr., Music, Prod. Dir.: Don McCune
Publicity Director: Audree Vance
News Director: Del Day
Chief Engineer: Jay Bickel

KFRB

FAIRBANKS—1948—CBS—NBC
ALASKA

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Oper. By: W. J. Wagner
Address: 830 Securities Bldg.
Phone Number: Seneca 6333
Transmitter Location: College Loop
Air Time: 6:30 a.m.-12 M.
News Service: AP
Transcription Service: Lang-Worth
Representative: Alaska Radio Sales; Scott
Pres., Gen. Mgr.: Wm. J. Wagner
Station Manager: Jack MacCahill
Commercial Manager: Ken Laughlin
Program Director: Ed Mack
Chief Engineer: John Vesel

KINY

JUNEAU—1935—CBS—NBC
ALASKA

Frequency: 1460 Kc. Power: 5000 Watts
Owned-Oper. By: W. J. Wagner
Address: 830 Securities Bldg.
Phone Number: Seneca 6333
Transmitter Location: Juneau

ALASKA — HAWAII

Air Time Unlimited
News Service AP
Transcription Service Lang-Worth
Representative Alaska Radio Sales; Scott
Pres., Gen. Mgr. Wm. J. Wagner
Station Manager Richard Peter
Commercial Manager Ken Laughlin
Chief Engineer Charles Gray

K T K N

KETCHIKAN—1935—CBS—NBC

Frequency: 930 Kc. Power: 1000 Watts
Owned-Oper. By William J. Wagner
Business-Studio Address 830 Securities Bldg.
Seattle 1, Wash.

Phone Number Seneca 6333
Transmitter Location Ketchikan
News Service AP
Air Time Unlimited
Transcription Service Lang-Worth
Representative Alaska Radio Sales; Scott
Pres., Gen. Mgr. William J. Wagner
Station Manager James Kemp
Commercial Manager Ken Laughlin
Chief Engineer Jim Kemp

K I B H

SEWARD—1948—CBS—NBC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By William J. Wagner
Business-Studio Address
830 Securities Bldg., Seattle, Wash.
Phone Number Seneca 6333

Transmitter Location Seward
Air Time 5 a.m.-12 M.
News Service AP
Transcription Service Lang-Worth
Representative Alaska Radio Sales; Scott
Pres., Gen. Mgr. William J. Wagner
Station Manager Jay Stauter
Commercial Manager Ken Laughlin
Program Director Don Lowell
Chief Engineer Al Horton

K A L A

SITKA—1950

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Baranof Enterprises, Inc.

K I F W

SITKA—1949—CBS—NBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By William J. Wagner
Bus.-Studio Address 830 Securities Bldg.,
Seattle, Wash.

Phone Number Seneca 6333
Transmitter Location Sitka
News Service AP
Air Time 6:30 a.m.-12-M.
Transcription Service Lang-Worth
Representative Alaska Radio Sales; Scott
Pres., Gen. Mgr. William J. Wagner
Station Manager R. E. Von Postel, Jr.
Commercial Manager Ken Laughlin
Chief Engineer Richard Nicholas

HAWAII

K H B C

HILO—1936—CBS

Frequency: 970 Kc. Power: 1000 Watts
Owned-Oper. By Hawaiian Bcstg. System, Ltd.
Business Address P. O. Box 1476
Phone Number 4616
Studio-Transmitter Location Piihonua
Air Time 6 a.m.-11 p.m.
News Service UP, INS, AP
Transcription Service World, Standard
Representative Free & Peters
President. J. Howard Worrall
Station Manager C. Tracy Thrumston
Commercial Manager Denzil W. Rose
Chief Engineer Robert W. Moore

K I P A

HILO—1947—ALOHA NET

Frequency: 1110 Kc. Power: 1,000 Watts
Owned-Oper. By Big Island Bcstg. Co., Ltd.
Business-Studio Address
140 Haili St., P. O. Box 1602

Phone Number 2177-8
Transmitter Location 4.5 mi. W. of Hilo
Air Time 6 a.m.-11 p.m.

News Service UP
Transcription Service Lang-Worth
Representative Walker
Pres., Gen., Comm., Sta. Mgr. A. H. Green
Prom. Mgr., Pgm. Dir. Wright Esser
Chief Announcer Ellsworth Taylor
News Director Rex Wills
Chief Engineer H. L. Marques

K G M B

HONOLULU—1929—CBS

Frequency: 590 Kc. Power: 5000 Watts
Owned-Oper. By Hawaiian Bcstg. System,
Ltd.

Bus.-Studio-Transmitter Address 1534
Kapiolani Blvd.

Phone Number 9-0914
Air Time Unlimited
News Service UP
Transcription Service World, Standard
Representative Free & Peters
Pres., General Mgr. J. Howard Worrall
Station-Comm. Mgr. E. Fitz Donnell, Jr.
Pub. Dir., Sales Prom. Mgr. Faye Johnson
Program Director Louis T. Dwyer
Chief Anncr., News Dir. Gordon Burke
Chief Engineer Ernest G. Lindemann

KGU

HONOLULU—1922—NBC

Frequency: 760 Kc. Power: 2,500 Watts
 Owned-Operated By Advertiser Pub. Co., Ltd.
 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 Lorrin P. Thurston
 General Manager M. A. Mulrony
 Commercial Manager William O. Paine
 Program Director Owen Cunningham
 Publicity Director William Knowles
 Chief Announcer John Torbert
 Chief Engineer M. A. Mulrony

KHON

HONOLULU—1946
 ALOHA NETWORK

Frequency: 1380 Kc. Power: 5,000 Watts
 Owned-Operated By Aloha Bcstg. Co., Ltd.
 Business Address P. O. Box 1380
 Phone Number 95295
 Transmitter Location Kalia, Waikiki
 News Service UP
 Trans. Serv. Capitol. Standard
 Representative Walker
 President R. M. Fitkin
 Chief Engr., Sta. Mgr. Ira G. Mercer
 Program Director Mrs. Lynn Soon

KIKI

HONOLULU—1950

Frequency: 860 Kc. Power: 250 Watts
 Owned-Oper. By KIKI, Ltd.
 Address P. O. Box 692
 Phone Number 5066
 Representative Forjoe
 Transcription Service Lang-Worth
 News Service AP
 Owner, Pres., Gen. Mgr., Chief Engr. Royal V. Howard
 Asst. Gen. & Comm. Mgr. William B. Meyers
 Promotion Manager A. R. Goodwin
 Program Director Clair Weidenaar

KPOA

HONOLULU—1946—LBS—MBS

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By Island Bcstg. Co.
 Business-Studio Address 1330 Baratania
 Phone Number 5-5911
 Transmitter Location Kapiolani & Date Sts.
 News Service UP
 Representative George P. Hollingbery
 Partners J. Elroy McCaw, John D. Keating
 General Manager John D. Keating

Sta., Comm. Mgr. Fin Hollinger
 Promotion Manager Jack Miller
 Program Director Frank Valenti
 Production Director Bob Lang
 News Director Carlos Rivas
 Chief Engineer Robert Bird

KULA

HONOLULU—1947—ABC

Frequency: 690 Kc. Power: 10,000 Watts
 Owned. Cper. By Pacific Frontier Bdcstg. Co., Ltd.
 Address P. O. Box 1479
 Phone Number 90926
 Transmitter Location Kalaniani'ole Hwy.
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service Standard
 Representative Avery-Knodel, Inc.
 Membership NAB
 Pres., Gen. Mgr. Jack A. Burnett
 Station Manager Wm. B. Murphy
 Commercial Manager Irving C. Phillips
 Sales Promotion Manager Chas. Christianson
 Pgm., Pub. Dir. Ed Doty
 Production Director June Fairchild
 Chief Anncr., News Dir. Ted Scott
 Musical Director Cornelius Keur
 Chief Engineer M. J. Hook
 Consulting Engineer D'Orr Cozzens

KTOH

LIHUE, KAUAI—1940—ALOHA

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Garden Island Publ. Ltd.
 Bus.-Studio-Transmitter Location Lihue, Kauai
 Box 1748
 Phone Number Kauai 361, 961
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Representative Walker
 Membership NAB
 General Manager Charles J. Fern
 Station Manager Clarence M. Ashman
 Commercial Manager Dwight Mossman
 Program Director Raymond K. Sasaki
 News Director Barlow Hardy
 Chief Engineer Katashi Nose

KMVI

WAILUKU-MAUI—1946—ALOHA

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Oper. By Maui Publ. Co., Ltd.
 Address Trans. Loca. Wailuku-Maui, Box 374
 Phone Number 981
 Air Time 5:25 a.m.-11:15 p.m.
 News Service UP
 Transcription Service Standard.
 Representative Walker
 President J. Walter Cameron
 General Manager Ezra J. Crane

HAWAII—PUERTO RICO

Sta. Mgr., Prog. Dir. Richard E. Mawson
Commercial Manager Frank Kovacic
Sales Prom. Mgr. William Belknap
Chief Engineer Ronald Miyahira

K A H U

WAIPAHO—1950

Frequency: 920 Kc. Power: 1000 Watts
Owned-Oper. By Rural Bcstg. Co., Ltd.

Address 420 National Bldg.
Phone Number 412-835
Transcription Service Capitol
News Service AP
Pres., Gen. Mgr. Victor Eckland
Commercial Manager Arthur Sedgwick
Program Director Ed Marion
Chief Engineer Frank W. Fitch, Jr.
Treasurer Harry En Chu
News Director Curt Butler

PUERTO RICO

W C M N

ARECIBO—1946

Frequency: 1280 Kc. . . Power: 1,000 Watts d.,
1,000 Watts n.

Owned-Oper. By Caribbean Bdcstg Corp.
Address P. O. Box 755
Phone Number (Studios) 589; Trans. 719
Transmitter Location Barrio Islote
Air Time 7 a.m.-11 p.m.
Membership NARTB
President Aristides Santoni Ledesma
General Manager Nabal Barreto
Comm. Mgr. Francisco López Ornoz
Prog. Dir. Rafael Escribano, Jr.
Chief Announcer Héctor Pérez Cardona
News Director Juan López Montano
Chief Engineer José Soler

W K V M

ARECIBO—1946

Frequency: 1070 Kc. . . . Power 25,000 Watts d.
Owned-Oper. By Am. Col. Bdcstg. Corp.
Address . . 1000 Ponce de León Ave., San Juan
Trans. Loca. Barrio Islote, Arecibo
Pres., Gen., Sta., Comm. Mgr., Chief, Consulting
Engineer Ralph Pérez Perry

W E N A

BAYAMON—1947

Frequency: 1560 Kc. Power: 250 Watts
Owned-Operated By Bayamon Bcstg. Co.
Phone Number Bayamon 161
Transmitter Location Cataño-Bayamon Rd.
Air Time 6:45 a.m.-10:30 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
Owner 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 d.
Owned-Oper. By Borinquen Bdcstg. Co.
Address P. O. Box 207; Caguas
Phone Number 789 - 790
Transmitter Location Gurabo Road
Transcription Service World
President Francisco Pereira
Gen., Sta. Mgr. Héctor Pereira
Commercial Manager Jorge Luis Arzuaga
Sales Prom. Mgr., Pub. Dir. Federico E. Virella
Pgm., Prod. Dir. Ramón Mojica Solá
Chief Announcer Ramón Vizcarrondo
News Director William Valentine Rico
Chief, Consulting Engr. . . . Pedro Luis Jimenez
Farm Editor Juan Rodríguez Díaz

W M D D

FAJARDO—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Madrazo & Diaz
Address P. O. Box 187
Phone Number 132

W X R F

GUAYAMA—1948

Frequency: 1590 Kc. Power: 1,000 Watts
Owned-Operated By Rafael Fuster
Business-Studio Address . . Calle Hostos No. 42
Phone Number 243
Transmitter Location . . Barrie Santo Domingo
President Rafael Fuster
Gen., Sta., Comm. Mgr. . . . Charles L. Cordero
Pgm., Prod. Dir. Jose Colon
Chief Engineer J. H. Conesa

W A E L

MAYAGUEZ—1948

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Mario Acosta

Si Señor - 1ST AGAIN



WAPA IS 1ST AGAIN... IN

**PUERTO RICO ... POPULARITY
PROGRAMS ... PERFORMANCE**

WAPA

10,000 WATTS

... and Puerto Rico, 1st. in number of radio homes per 1000 in the Caribbean, is a 1st.-class market buying over \$350,000,000 worth of U. S. goods annually.

HARWOOD HULL, General Manager WAPA P. O. Box 4563, San Juan, Puerto Rico

U.S. Representatives: CLARK-WANDLESS-MANN, INC., 305 East 42nd Street, New York 17, New York.

PUERTO RICO

Business Address.....Iglesia No. 12
Phone Number799
Owner-ManagerMario Acosta
Promotion Manager.....Alfonso Pagan

WKJB

MAYAGUEZ—1946

Frequency: 710 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Jose A. Bechara, Jr.
Business Address.....Box 1293
Phone Number983
Studio Address.....59 Minerva St.
Transmitter Location.....Guanajlbo Ave.,
Route 37

Air Time.....6 a.m.-M.
Pres., Gen. Mgr.Jose A. Bechara
Station ManagerArturo Cortes
Commercial Manager.....Jaime Sanjurjo
Program Director.....Alberto Basora
Chief Announcer.....Rafael Colon Diaz
Chief Engineer.....Henry Fischback
Farm EditorBenny Rodriguez
Consulting EngineerWilliam Greer

WORA

MAYAGUEZ—1947

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Americas Corp.
Phone Number1150
Studio Address.....1150 Guanajlbo Ave.
Transmitter Location.....Off Guanajlbo Ave.

Air Time.....6 a.m.-M.
News ServiceNAB
MembershipAP
Pres., Gen. Mgr. ..Alfred R. de Arellano, Jr.
Station Mgr.....Reinaldo Dupont
Commercial Mgr.....Mrs. Jose Moran
Program DirectorRamon S. Olivencia
Production Director ...Angel Rivera Graciani
Chief AnnouncerGerman Velez
News DirectorOswaldo Aviles
Chief EngineerEdgar S. Olivieri
Musical Director ...Blanca Luna de Martínez
Consulting EngineerJansky & Bailey

WPRA

MAYAGUEZ—1937

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Puerto Rico Adv. Co.
AddressBox 869
Phone Number869
President-Gen. Mgr.Andres Camara
Commercial Manager.....Virginia DiCristina
Program Director.....Ishmael Torrelas
Prom. Mgr., News Dir...Esteban Rosado Baes
Chief Engineers ..Luis E. Freyre, Tim Rodriguez

WPAB

PONCE—1939

Frequency: 1370 Kc.....Power: 5,000 Watts
Owned-Operated By.....
Portorican American Bcstg. Co., Inc.
Bus-Studio Add. ...P. O. Box 786, 164 Villa St.

Phone Number783, 1177
Transmitter Locations.....Pampanos Rd.
News ServiceAP
Representative.....Inter-American Pub'l., Inc.
MembershipNAB
President.....Carlos C. Clavell
Gen. Mgr., Treas.....A. Gimenez Aguayo
Commercial ManagerRadames Mayoral
Program Director.....Eliseo Borrero
Chief Announcer.....Luis A. Morales
Chief Engineer.....Carlos R. Mercado

WPRP

PONCE—1936—BBC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By...Voice of Puerto Rico, Inc.
Business Address.....Box 430
Phone Number1015, 1752, 1821
Studio AddressGuadalupe & Salud Sts.
Transmitter Location.....Las Cucharas
Transcription ServiceLang-Worth
RepresentativeGuzman, Co., Inc.
MembershipNAB
President.....Gullermo A. Marques
General ManagerCelso E. Garcia
Commercial Manager.....Antonio Miro
Program DirectorHarold Zayas Torres
Chief AnnouncerCarlos Rubén Ortiz
Chief Engineer.....José Arzuaga

WRIO

RIO PIEDRAS—1949

Frequency: 1140 Kc. .Power: 1,000 Watts d.,
500 Watts n.
Owned-Oper. By...The Master Bdcstg. Corp.
Address ..Gómez Bldg., Stop 35, P. O. Box 335
Phone NumberHato Rey 1096
PresidentIsidro Quiñones Vidal
V.P., Sta. Mgr.Julio Morales Ortiz
Adm. Asst. to V.P., Comm. Mgr. J. R. C. Rabelo
Adm. Asst. to V.P.....Manuel Rivera Morales
Adm. Asst. to V.P., Pgm. Dir....W. P. Picón
Program Director.....Waldemar Pillot Picón
Chief EngineerJulio Morales Ortiz

WWW

RIO PEDIAS—1949

Frequency: 1520 Kc.....Power: 250 Watts
Owned-Oper. By.....Frank A. Gaudia
Address.....P. O. Box 935
Phone Number1098
Pres., Gen., Comm. Mgr.....Frank A. Gaudia
Chief Engineer.....Fernando Salazar

WAPA

SAN JUAN—1947—ABC-MBS

Frequency: 680 Kc.....Power: 10,000 Watts
Owned-Oper. By.....José Ramón Quiñones
Bus-Studio Address...357 Ponce de León Ave.
Phone Number3-0100
Transmitter LocationGuaynabo
Transcription ServiceThesaurus

puerto rico is rich
in customer-potential . . . and



san juan
reaches the customers
you want...

. . . because it takes more than just first class technical equipment to reach Puerto Rico's 2,200,000 people. WIAC knows how to cover the masses.

NEWS—Always up-to-the-minute news from the wires of the Associated Press.

MUSIC—Both local and international, cleared by BMI and ASCAP.

TALENT—Top dramatic talent for soap operas.

STAFF—Expert announcers and continuity and script writers.

PROGRAMS—Good programming every quarter hour of the day and night.

Our new booklet "Puerto Rico—Rich Port" with interesting market information tells you more. It is yours for the asking.

W I A C

Radio Station WIAC, Inc.

First on all Puerto Rico Dials—580 Kc—5000 Watts

San Juan, Puerto Rico, U.S.A.

Exclusive Advertising Representatives in United States & Canada:

Melchor Guzman Company, Inc.

45 Rockefeller Plaza
New York 20, N. Y.

Circle 7-0624

Representative . . . Clark-Wandless-Mann, Inc.
Membership NAB
 President José Ramón Quiñones
 Gen., Sta. Mgr. Harwood Hull, Jr.
 Commercial Manager Segismundo Quiñones
 Program Director Emilio Nedrano
 Music. Dir., Chief Annr. Felix Santiago
 Chief Engineer José A. Fernández
 Farm Editor Guillermo Atiles
 Consulting Engineer . . . Commercial Radio Equip.

W I A C

SAN JUAN—1942

Frequency: 580: Power: 5000 Watts d.,
 5000 Watts n.
 Owned-Oper. By WIAC, Inc.
 Address . . . Ponce de Leon Ave. 654 - Santurce
 Phone Number 2-0014
 Transmitter Location Isla Verde Rd.
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Standard
 Representative Melchor Guzman Co.
Membership NAB
 President Mrs. Urania Abarca
 Gen., Sta. Mgr. Tomas Muñiz
 Commercial Manager Enrique Abarca
 Sales Promotion Manager Manuel Morales
 Program Director Francisco Rodriguez

Production Director Esther Pales
 Chief Announcer Luis Vigoreaux
 News Director Jose Pérez Muros
 Musical Director Jose Raul Ramirez
 Chief Engineer Alfonso Sanchez
 Consulting Engineer George C. Davis

W I P R

SAN JUAN—1949

Frequency: 940 Kc. Power: 10,000 Watts
 Owned-Oper. By Dept. of Education
 Address 1310 Ponce de Leon Ave.
 Phone Number 2-3218
 Transcription Service World
 President Mariano Villaronga Toro
 Station Director Jose A. Buitrago
 Program Director Francisco Arrioi
 Chief Engineer Pedro Luis Jimenez
 Adm. Asst. Olga H. Gomez
 News Director Ismael Delgado

W I T A

SAN JUAN—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Electronic Enterprises, Inc.
 Address P. O. Box 3726
 Studio Director Fermin F. Bonni
 Commercial Manager William H. Montalvo

THE RED CROSS NEEDS



Your Unstinting Assistance

GIVE!

In Puerto Rico Most Top Advertisers Use This Proven "Selling Punch"



WKAQ

RADIO EL MUNDO

San Juan, Puerto Rico

620 KC. 5,000 WATTS

You're in good company when you broadcast your sales message over W.K.A.Q., the MOST POPULAR radio station in Puerto Rico. RADIO EL MUNDO has more sponsored programs than any other station on the Island because it packs a "Selling Punch" that brings real results.

The American Tobacco Company
 Blatz Brewing Company
 The Borden Company
 Bristol-Myers Company
 Campbell Soup Company
 Canada Dry
 Carnation Company
 Coca-Cola Company
 Colgate-Palmolive-Peet Company
 Corn Products Refining Company
 Corona Brewing Company
 Dana Parfums
 Florida Wine Company
 Ford Motor Company
 General Motors Corporation
 Gulf Brewing Company
 Gunther Brewing Company
 Humphrey's Medicine Company
 India Brewing Company
 Keebler Weil Baking Company

Lever Brothers
 Liggett & Meyers Tobacco Company
 Mennen Company
 Miles Laboratories
 Murine Company
 Nash-Kelvinator Corporation
 Norwich Pharmacal Company
 Pabst Sales Company
 Pal Blades Company
 Pan American Airways
 Pet Milk Sales Corporation
 Pillsbury Mills Incorporated
 Ponce Cement Corporation
 Procter & Gamble
 Puerto Rico Trading Company
 Quaker Oats Company
 Red Seal Rice Company
 F. & M. Schaefer Brewing Company
 Sterling Products
 Wurlitzer

Exclusive Representatives

INTER-AMERICAN PUBLICATIONS, INC. • 41 EAST 42nd STREET, NEW YORK, N. Y.

W K A Q

SAN JUAN—1922—CBS

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Angel Ramos
 Business Address.....P. O. Box 3746
 Phone Number2-2023
 Studio Address.....1261 Ponce de Leon Ave.
 Transmitter Location.....Sabana Llana
 Air TimeUnlimited
 Transcription ServiceAssociated
 News ServiceUP
 Representatives....Inter-American Pub'l. Inc.
 MembershipNAB
 General Manager.....Miguel Cuetara

W N E L

SAN JUAN—1934—NBC

Frequency: 850 Kc.....Power: 5,000 Watts
 Owned-Oper. By.....WNEL, Inc.
 Address.....960 Ponce de Leon Ave.
 RepresentativeWeed
 Transcription ServiceLang-Worth
 Pres., Gen. Mgr.....Juan Piza
 ManagerR. Blanco
 Sales ManagerC. Fraticelli

W I B S

SANTURCE—1947

Frequency: 740 Kc.....Power: 10,000 Watts
 Owned-Oper. By.....WIBS, Inc.
 Address.....P. O. Box 4809
 Phone Number2-1558
 RepresentativePan-American
 Gen., Comm. Mgr.....Manuel S. Martinez
 Production Manager....Jose Luis Torregrosa


W I P R

SANTURCE—1949

Frequency: 940 Kc.....Power: 10,000 Watts
 Owned-Oper. By.....P. R. Communications
 Authority
 AddressSanturce
 Phone Number2-3010
 Air TimeUnlimited
 Transcription ServiceWorld
 President.....Rafael Marquez
 Station Mgr.....Jose A. Buitrago
 Program Director.....Jose Martino
 Chief Engineer.....Pedro Jimenez

WHY IS **AP**
 THE BEST?

BECAUSE—**AP** is more experienced than any other
 news service . . . more than 100 years
 collecting and distributing news.



**YOUR
ADVERTISING
DOLLAR...**

ON CFRB you reach more listeners per dollar than on any other Toronto Station. That's why advertisers keep on using CFRB year after year.

Ask them why! 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 increasing 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!



CANADA

Networks



C B C



C A B



Station Index



Stations

NINETEEN FIFTY-ONE

IN CANADA

From 1944 to 1949 radio homes increased almost 50%. During 1950 there has been a further increase of 10%, making the present total nearly 3,500,000 homes.

In Canada day-time "sets-in-use" have risen from 22% in 1944 to almost 25% in 1949 (Elliott-Haynes), while night-time "sets-in-use" during the same period have risen from 38% to 43%. These figures are substantially higher than those for radio "sets-in-use" for the United States and this disparity is now becoming even more accentuated. "Sets-in-use" in French Canada are the highest in North America.

In Canada radio has an intensity of listening and a concentration of interest enjoyed in few other places or by other media. CBC Network Schedules combine the top-ranking programs from American networks with a wide variety of highly popular home features ensuring consistently faithful audiences.

In Canada both day-time and night-time radio are outstanding buys compared with any other media.



CANADIAN BROADCASTING CORPORATION
COMMERCIAL DIVISION

354 Jarvis Street
Toronto 5, Ontario

1425 Dorchester Street W.
Montreal 25, P.Q.

CANADIAN

Broadcasting Corporation

OFFICES

Head Office—P. O. Box 806, 140 Wellington St., Ottawa, Ont.

Administration—P. O. Box 6000, Montreal, Que.

Commercial Division—P. O. Box 500, 354 Jarvis St., Toronto 5, Ont.

National Program Office—P. O. Box 500, 354 Jarvis St., Toronto 5, Ont.



EXECUTIVES and STAFF

Board of Governors

A. Davidson Dunton, Ottawa, Ont., Chairman
Rene Morin, Montreal, Quebec, Vice-Chairman
R. M. Howard, Vancouver, B. C.
F. J. Crawford, Toronto, Ont.
G. D. Steel, Charlottetown, P.E.I.
Dean Adrien Pouloit, Laval University, Que.
John J. Bowlen, Calgary, Alberta
W. H. Phillips, Ottawa, Ontario
J. A. Corry, Queens University, Kingston, Ont.
R. E. Keddy, 140 Wellington St., Ottawa, Act-
ing-Secretary

Ottawa

Donald Manson, Assistant General Manager
G. W. Richardson, Executive Assistant
H. Bramah, Treasurer
S. Schnobb, Assistant to Treasurer
W. R. Mortimer, Supervisor of Expenditures
F. W. Savignac, Assistant to Executive-Legal
R. E. Keddy, Acting-Secretary to Board of
Governors

Montreal

Dr. Augustin Frigon, General Manager
Marcel Carter, Executive Assistant
R. P. Landry, Director, Personnel and Admin-
istrative Services
C. E. Stiles, Assistant Director, Personnel and
Administrative Services
K. M. Kelly, Supervisor of Personnel and Wel-
fare
J. R. Sampson, Administrative Officer, Montreal
area
A. D. Monk, Personnel Relations Officer, Mon-
treal area
A. E. Tetu, Chief of Records

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 Pro-
grams
Harry J. Boyle, Program Director Trans-
Canada Network
H. G. Walker, Manager, Dominion Network
R. C. Fraser, Director, Press and Information
Services
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 (Net-
work Operations)



"The Hallmark of Effective Radio"

NOT JUST RADIO, BUT COMMUNITY RADIO

The radio that really sells your goods is not an out-of-town salesman who travels across the country, shoving his foot in every door, delivering the same pitch from the Atlantic to the Pacific.

Rather it is a friendly neighbor, who drops in for a cozy chat about the price of coal, a different recipe, the new cars, or what the Joneses are wearing this year.

That's radio, on the community level, speaking to its neighbors in their own language, through the well-known voice of Bill Smith — old Steve's kid who used to deliver for the corner store and sing in the choir, and is now working as an announcer at Sam Green's radio station.

The service offered to business by Canada's Community Radio Stations is as simple as that.

But there is something more.

One hundred of Canada's privately-owned community stations are bonded together in the Canadian Association of Broadcasters for the general betterment of broadcasting.

While studiously maintaining their individuality and independence, these stations pool their collective strength to give advertisers all the advantages of a nation-wide organization, in terms of co-ordinated effort, with none of the unwieldiness and lack of flexibility of centralized programming.

When you buy time on one, some or all of the 100 CAB stations, you get better merchandising, better programming, better production, better research, better results, because you get a neighborly presentation of your message, besides all the benefits of a national organization devoting its time to these "multiple-pluses" which no individual station could possibly offer.

For Full Information

on your specific merchandising problems, consult

The CANADIAN ASSOCIATION of BROADCASTERS

T. J. Allard,
General Manager,
108 Sparks St.
Ottawa

Pat Freeman,
Sales Research Director,
37 Bloor St. W.,
Toronto.

CANADIAN

Association of Broadcasters

OFFICES

Head Office—108 Sparks St., Ottawa, Ont.
Phone: 34036

Branch Office—37 Bloor Street West, Toronto, Ont.
Phone: Pr 3729



Officers

Chairman of the Board.....	William M. Guild
President	Malcolm Neill
Manager	T. J. Allard
Secretary-Treasurer	T. Arthur Evans
Dir. Adv. & Station Services.....	Patrick Freeman
General Counsel	Joseph Sedgwick, K.C.



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; W. B. C. Burgoyne, St. Catharines, Ont.; E. A. Rawlinson, Prince Albert, Sask.; W. M. Guild, Lethbridge, Alta.; F. H. Elphicke, Vancouver; William Rea, Jr., New Westminster, B. C.



Functions

The Canadian Association of Broadcasters is a voluntary trade organization of 98 privately owned (independent) broadcasting stations in Canada.

STATIONS OF CANADA

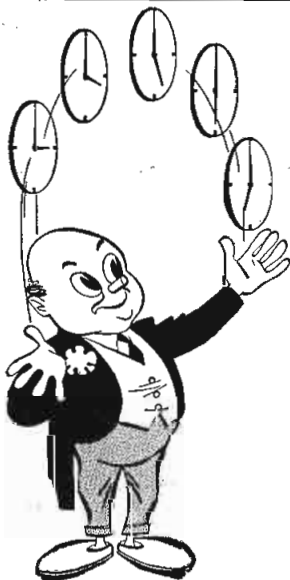
The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Call Letters	City	See Page	Call Letters	City	See Page
CBA	Sackville, N. B.	734	CHLN	Three Rivers, Que.	748
CBE	Windsor, Ont.	743	CHLO	St. Thomas, Ont.	741
CBF	Montreal, Que.	745	CHLP	Montreal, Que.	746
CBG	Gander, Nfld.	735	CHLT	Sherbrooke, Que.	748
CBH	Halifax, N. S.	736	CHML	Hamilton, Ont.	738
CBI	Sydney, N. S.	736	CHNC	New Carlisle, Que.	747
CBJ	Chicoutimi, Que.	744	CHNO	Sudbury, Ont.	742
CBK	Watrous, Sask.	750	CHNS	Halifax, N. S.	736
CBL	Toronto, Ont.	742	CHOK	Sarnia, Ont.	742
CBM	Montreal, Que.	745	CHOV	Pembroke, Ont.	741
CBN	St. John's, Nfld.	735	CHRC	Quebec City, Que.	747
CBO	Ottawa, Ont.	740	CHRL	Roberval, Que.	748
CBR	Vancouver, B. C.	731	CHSJ	Saint John, N. B.	734
CBT	Grand Falls, Nfld.	735	CHUB	Nanaimo, B. C.	730
CBV	Quebec City, Que.	747	CHUM	Toronto, Ont.	743
CBW	Winnipeg, Man.	733	CHVC	Niagara Falls, Ont.	740
CBX	Edmonton, Alta.	728	CHWK	Chiliwack, B. C.	729
CBY	Corner Brook, Nfld.	735	CJAD	Montreal, Que.	746
CFAB	Windsor, N. S.	737	CJAT	Trail, B. C.	731
CFAC	Calgary, Alta.	728	CJAV	Port Alberni, B. C.	731
CFAR	Flin Flon, Man.	732	CJBC	Toronto, Ont.	743
CFBC	Saint John, N. B.	734	CJBQ	Belleville, Ont.	737
CFCF	Montreal, Que.	746	CJBR	Rimouski, Que.	748
CFCH	North Bay, Ont.	740	CJCA	Edmonton, Alta.	728
CFCN	Calgary, Alta.	728	CJCB	Sydney, N. S.	736
CFCO	Chatham, Ont.	738	CJCH	Halifax, N. S.	736
CFCY	Charlottetown, P. E. I.	744	CJCS	Stratford, Ont.	742
CFGP	Grande Prairie, Alta.	729	CJDC	Dawson Creek, B. C.	730
CFJC	Kamloops, B. C.	730	CJEM	Edmundston, N. B.	733
CFJM	Brockville, Ont.	738	CJFP	Riviere-Du-Loup, Que.	748
CFNB	Fredericton, N. B.	732	CJFX	Antigonish, N. S.	735
CFOR	Orilla, Ont.	740	CJGX	Yorktown, Sask.	750
CFOS	Owen Sound, Ont.	741	CJIB	Vernon, B. C.	732
CFPA	Port Arthur, Ont.	741	CJIC	Sault St. Marie, Ont.	742
CFPL	London, Ont.	739	CJKL	Kirkland Lake, Ont.	739
CFPR	Prince Rupert, B. S.	731	CJLS	Yarmouth, N. S.	737
CFQC	Saskatoon, Sask.	750	CJNB	North Battleford, Sask.	749
CFRA	Ottawa, Ont.	740	CJNT	Quebec City, Que.	747
CFRB	Toronto, Ont.	743	CJOB	Winnipeg, Man.	733
CFRN	Edmonton Alta.	728	CJOC	Lethbridge, Alta.	729
CHAB	Moose Jaw, Sask.	749	CJOR	Vancouver, B. C.	731
CHAD	Amos, Que.	744	CJOY	Guelph, Ont.	738
CHAT	Medicine Hat, Alta.	729	CJRL	Kenora, Ont.	739
CHEF	Granby, Que.	744	CJRW	Summerside, P. E. I.	744
CHEX	Peterborough, Ont.	741	CJSO	Sorel, Que.	748
CHFA	Edmonton, Alta.	728	CJVI	Victoria, B. C.	732
CHGB	Ste. Anne de la Pocatiere, Que.	748	CKAC	Montreal, Que.	747
			CKBB	Barrie, Ont.	737

Call Letters	City	See Page
CKBI	Prince Albert, Sask.	749
CKBL	Matane, Que.	745
CKBW	Bridgewater, N. S.	735
CKCH	Hull, Que.	745
CKCK	Regina, Sask.	749
CKCL	Truro, N. S.	737
CKCR	Kitchener, Ont.	739
CKCV	Quebec City, Que.	747
CKCW	Moncton, N. B.	734
CKDA	Victoria, B. C.	732
CKEN	Kentville, N. S.	736
CKEY	Toronto, Ont.	743
CKFH	Toronto, Ont.	743
CKFI	Fort Frances, Ont.	738
CKGB	Timmins, Ont.	742
CKLB	Oshawa, Ont.	740
CKLN	Nelson, B. C.	730
CKLS	La Sarre, Que.	745
CKLW	Windsor, Ont.	743
CKMO	Vancouver, B. C.	731
CKMR	New Castle, N. B.	734
CKNB	Campbellton, N. B.	733
CKNW	New Westminster, B. C.	730
CKNX	Wingham, Ont.	743
CKOC	Hamilton, Ont.	739

Call Letters	City	See Page
CKOK	Penticton, B. C.	730
CKOV	Kelowna, B. C.	730
CKOX	Woodstock, Ont.	744
CKOY	Ottawa, Ont.	740
CKPC	Brantford, Ont.	737
CKPG	Prince George, B. C.	731
CKPR	Fort William, Ont.	738
CKRC	Winnipeg, Man.	733
CKRD	Red Deer, Alta.	729
CKRM	Regina, Sask.	750
CKRN	Rouyn, Que.	748
CKRS	Jonquire, Que.	745
CKSB	St. Boniface, Man.	732
CKSF	Cornwall, Ont.	738
CKSO	Sudbury, Ont.	742
CKTB	St. Catherine, Ont.	741
CKTS	Sherbrooke, Que.	748
CKVC	Quebec City, Que.	747
CKVD	Val D'Or, Que.	749
CKVL	Montreal, Que.	747
CKWS	Kingsion, Ont.	739
CKWX	Vancouver, B. C.	731
CKX	Brandon, Man.	732
CKXL	Calgary, Alta.	728
CKY	Winnipeg, Man.	733
VOCM	St. John's, Nfld.	735

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—CBS

Frequency: 960 Kc. Power: 5000 Watts
Owned-Oper. By Calgary Bcstg. Co., Ltd.
Bus. Studio Address 1000 Greyhound Bldg.
Phone Number Renfrew 6-1036
Transmitter Location Midnapore, Alta.
Air Time Unlimited
News Service PN, BUP
Transcription Service Thesaurus, World.
Associated
Representative All-Canada, Weed
News Service PN, BUP
President H. R. Carson
General Manager A. M. Cairns
Commercial Manager A. R. Mackenzie
Production Director D. MacMillan
Promotion Manager R. J. Tregillas
News Director Larry Heywood
Chief Engineer E. C. Connor

CFCN

CALGARY—1922—CBC DOMINION

Frequency: 1060 Kc. Power: 10,000 Watts
Owned-Oper. By The Voice of the Prairies, Ltd.
Bus. Studio Address Toronto General Trusts
Bldg.
Phone Number 2-1161
Transmitter Location 9 Mi. S. of Calgary
Air Time 6:30 a.m.-M.
News Service PN, BUP
Transcription Service Standard, Lang-Worth,
Capitol
Representative Radio Representatives,
Adam J. Young, Jr.
Membership CAB, BBM, WAB
President H. G. Love
Commercial Manager E. H. McGuire
Program Director James A. Love
Publicity Director G. L. Carter
Chief Announcer E. A. Q. Brown
Chief Engineer Robert Lamb

CKXL

CALGARY—1927

Frequency: 1140 Kc. Power: 1000 Watts
Owned-Oper. By Alberton Pub. Co., Ltd.
Address Victory Bldg.
Phone Number 2-9966
Transmitter Location Cheshmere Hts.
Representative Cooke, Inc.; Natl. Bcstg. Sales
News Service BUP
Membership CAB
Pres. & Gen. Mgr. G. Max Bell
Station Manager Frederick R. Shaw
Commercial Manager E. K. Elton
Sales Prom. Mgr., Pub. Dir. John Thompson
Program Director Ted Soskin
Prod. Dir., Chief Anncr. Jack Stewart
News Director Guy Vaughan
Chief Engineer Ross Craig

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.
General Manager Dr. Augustine Frigon
Alberta Manager D. E. Cameron
Commercial Mgr. (Winnipeg) W. G. Carpenter
Program Director Ralph L. Horley
Supervising Engr. Gordon Shillabeer
Farm Editor Al Richardson

CFRN

EDMONTON—1934
CBC DOMINION

Frequency: 1260 Kc. Power: 5000 Watts
Owned-Oper. By Sunwapta Bcstg. Co., Ltd.
Business Studio Address 109 CPR Bldg.
Phone Number 22101
Transmitter Location Jasper Hwy., 2 Mi. W.
News Service BUP, PN
Transcription Service Lang-Worth, Standard,
Associated, U.T.S.
Representative Radio Representatives,
Adam J. Young, Jr.
Membership CAB, BBM
Pres., Gen. Mgr. G. R. A. Rice
Comm., Sales Prom. Mgr. A. J. Hoppa
Program Director George A. Duffield
Production Director Jerry Forbes
Publicity Director Isobel McDonald
Chief Announcer Claude Blackwood
Musical Director Eric C. Candy
Chief Engineer Frank G. Makepeace

CHFA

EDMONTON—1949

Frequency: 680 Kc. Power: 5000 Watts
Owned-Operated By Radio Edmonton, Ltd.
Business Address 10012 109th St.
Phone Number 42157
News Service CP
Membership CAB, WAB
President Dr. L. O. Beauchemin
Station Manager J. A. Gallant
Commercial Manager Louis Hiller
Program Director Fernand Ippesiel
News Director Tharcis Forestier
Chief Engineer Gordon L. Sadler

CJCA

EDMONTON—1922
CBC TRANS-CANADA SUPP

Frequency: 930 Kc. Power: 5000 Watts
Owned-Oper. By Edmonton Bcstg. Co., Ltd.
Bus. Studio Address 452 Birks Bldg.
Phone Number 26131
Transmitter Location Ellerslie

ALBERTA — BRITISH COLUMBIA

Air Time Unlimited
News Service 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
Production Director Dalt Elton
Chief Announcer Paul Guy
News Director Russ Sheppard
Promotion Manager Miss Win Sutton
Chief Engineer Frank Hollingsworth
Farm Editor Don Clayton
Consulting Engineer Keith McKinnon

CFGP GRANDE PRAIRIE—1937 CBC-TRANS-CANADA

Frequency: 1050 Kc. Power: 1000 Watts
Owned By Northern Bcstg. Corp., Ltd.
Bus.-Studio Address 9910—99th St.
Phone Number 611
Transmitter Location Clairmont Hway.
Air Time 6:30 a.m.-M.
News Service CP
Transcription Service World, SESAC
Representative All-Canada, Weed
Membership CAB
President J. E. Thomson
General-Station Mgr. Arthur J. Balfour
Commercial Manager Jack E. Soars
Program Director John Wilson
Publicity Director Margaret Wilson
Chief Announcer Gordon Percy
Musical Director Alice O'Brien
Chief Engineer Jim de Roaldes
Consulting Engr. Keith McKinnon

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 Assoc., Lang-Worth
Representative Weed, All-Canada
Membership CAB, BBM, WAB
Pres. & Gen. Mgr. H. R. Carson
Station Manager W. M. Guild
Commercial Manager C. A. Perry
Sales Promotion Mgr. E. Conville
Program Director G. A. Brown
Chief Announcer R. Robison
News Director W. Skelton
Chief Engineer R. A. Reagh
Farm Editor O. J. Broughton
Consulting Engineer Keith McKinnon

CHAT MEDICINE HAT—1946—CBC

Frequency: 1270 Kc. Power: 1000 Watts
Owned-Oper. By Monarch Bcstg. Co., Ltd.
Address 520 First St.
Phone Number 2821
Representative Weed, All-Canada
Transcription Library Standard
President J. H. Yuill
Gen., Comm. Mgr. R. J. Buss
Promotion Manager Eleanor McDougall
Chief Engineer Ian Carson
News Director Stan Weiler

CKRD RED DEER—1949 CBC DOMINION SUPP

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Central Alberta Bcstg.
Co., Ltd.
Business Address Foster Bldg.
Air Time Unlimited
News Service BUP
Transcription Service Standard
Representative Radio Reprs., Young
Memberships WAB, CAB
Pres., Gen. Mgr. Gordon S. Henry
Commercial Manager Ike Kaila
Program Dir. Ned Corrigan
News Dir. Cliff Bowers
Chief Engr. Wm. Forst
Consulting Engr. Canadian Marconi Co.

—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.
News Service BUP
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 W. York

CJDC

DAWSON CREEK—1947

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By: Radio Station CJDC, Ltd.
 Business Address: 2nd Ave. & 9th St.
 Phone Number: 1R2
 Transmitter Location: Grandview Heights
 News Service: Press News
 Transcription Service: Associated
 Representative: Radio Representatives, Cooke
 Membership: CAB, BBM, WAB
 President: W. B. Michaud
 Gen., Sta. Mgr.: Lewis R. Roskin
 Sales Prom. Mgr.: J. Hull
 Program Director: Stan Salberg
 Production Director: John Symonds
 Publicity Director: Orest Rudko
 News Director: Roy Darling
 Musical Director: Michael Laverne
 Chief Engineer: William Gordon
 Farm Editor: Mrs. W. Velander
 Consulting Engineer: Charles Tremblay

CFJC

KAMLOOPS—1926—CBC

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By: Sentinel Pub. Co.
 Business-Studio Address: 310 St. Paul St.
 Phone Number: 1021
 Transmitter Location: Kamloops Jct.
 Representative: All-Canada, Weed
 Transcription Library: United
 News Service: PN
 Membership: CAB
 General Manager: Ian G. Clark
 Prom., Comm. Mgr.: R. J. Innes
 News, Pgm. Dir.: 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: Box 1481
 Phone Number: 1331-2-3
 Transmitter Location: Okanagan Mission, B. C.
 News Service: PN
 Transcription Service: World, Thesaurus
 Representative: All-Canada, Weed
 Membership: CAB
 General Manager: J. W. B. Browne
 Program Director: Jack C. Thompson
 Publicity Director: Chris. Hansen
 Chief Engineer: J. Fred Weber
 News Director: J. D. Bews

CHUB

NANAIMO—1949

Frequency: 1480 Kc. Power: 1000 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
 Comm. Manager: Mrs. Mary Sutherland

CKLN

**NELSON—1939—CBC
 TRANS-CANADA SUPP**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: News Publishing Co., Ltd.
 Address: 266 Baker St.
 Phone Number: 19
 News Service: PN
 Representative: Staviv, Young
 Membership: BBM, CAB, WAB
 Station Mgr., Chief Engineer: A. R. Ramsden
 Chief Announcer: Telford K. Oliver
 News Director: W. J. D. Anderson
 Consulting Engineer: H. B. Seabrooke

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.
 News Service: PN
 Transcription: Associated, World, Cole,
 Republic, Keystone
 Representative: Forjoe, Radio Reps
 Pres., Gen., Sta. Mgr.: William Rea, Jr.
 Natl. Sales Mgr.: Phil Baldwin
 Program Manager: Hal Davis
 Promotion Manager: Sheila Hassell
 Chief Engineer: Bill Collins
 Local News Mgr.: Don MacLeod
 Chief Announcer: Bill Duncan
 News Director: Bill Hughes
 Musical Director: Vic Fergie

CKOK

PENTICTON—1948

Frequency: 800 Kc. Power: 250 Watts
 Owned-Operated By: CKOK, Ltd.
 Business-Studio Address: Nanaimo Ave.
 Phone Number: 800
 Transmitter Location Addr.: Skaha Lake
 Air Time: 6:30 a.m.-M.
 News Service: PN
 Transcription Service: Standard
 Representative: Radio Reps., Cooke, Hunt
 Membership: BBM, CAB, BCAB
 President: Maurice P. Finnerty
 Station Manager: Harry O. Watts
 Sales: Bruce Howard
 News Director: Vince A. Duggan
 Chief Engineer: Jim English

C J A V

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.....AP, CP
 Transcription Service.....Lang-Worth, Cole
 Representative.....Radio Representatives
 Membership.....CAB
 Vice-President.....Harold Warren
 Station Manager.....Charles J. Rudd
 Commercial Manager.....K. Hutcheson
 Program-Production Dir.....T. Rannie
 Publicity Director.....Roy Jobling
 News Director.....Robert J. Hall
 Chief Engineer.....H. Hollway

C K P G

PRINCE GEORGE—1946

CBC TRANS-CANADA SUPP

Frequency: 550 Kc. Power: 250 Watts
 Owned-Oper. By...Radio Station CKPG, Ltd.
 Address.....434 George St.
 Phone Number.....140
 Transmitter Location.....So. Fort George
 Air Time.....7 a.m.-11 p.m.
 Representative.....All-Canada, Weed
 Membership.....CAB, BBM
 President.....Frank H. Elphicke
 General Manager.....Cecil G. Elphicke
 Commercial Mgr.....Ralph E. Spencer
 Station Manager.....Jack Carbutt
 Production Director.....Arthur Hall
 Chief Engineer.....Ralph E. Spencer

C F P R

PRINCE RUPERT—1938—CBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned By..Northwest Bcst. & Service Co., Ltd.
 Studio Address.....336 Second Ave., Box 848
 Phone Number.....863
 Representative.....Stovin
 General Manager (CBC)...Dr. Augustin Frigon
 Station Manager.....C. H. Insulander

C J A T

**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.....1840
 News Service.....PN
 Representative.....All-Canada, Weed
 Membership.....BBM, CAB, WAB, BCAB
 President.....E. W. Hazlewood
 Station Manager.....John W. Loader
 Commercial Manager.....Donald G. Marshall
 Program Director.....Joseph P. Kobluk
 Chief Engineer.....John D. Hepburn

C B R

VANCOUVER—1936—CBC

Frequency: 1130 Kc. Power: 5000 Watts
 Owned-Oper. By.....Canadian Bcstg. Corp.
 Address.....701 Hornby St.
 Phone Number.....Marine 6121
 News Service.....BUP, R, CP
 General Manager (CBC)...Dr. Augustin Frigon
 Commercial Manager (CBC)...E. A. Weir
 Regional Representative.....Kenneth Caple
 Dir., Pres. & Info. Ser. (CBC)...Ron C. Fraser
 Dir. Gen. Engrg. (CBC)...Gordon W. Olive
 Pres. & Info. Rep.....W. Gil Clark
 News Director (CBC)...D. C. McArthur
 Farm Editor (CBC)...A. R. Kemp

C J O R

**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
 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
 Production Director.....Dorwin Baird
 Program Director.....Ross Mortimer
 Publicity Director.....Miss K. V. Cronin
 News Director.....Hal Rodd & Keith Culler
 Musical Director.....Wallie Peters
 Chief Engineer.....A. H. Chandler

C K M O

VANCOUVER—1926—CBC

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Oper. By....B. C. Bcstg. System, Ltd.
 Address.....812 Robson St.
 Phone Number.....MARine 1271-2-3
 Transmitter Location.....River Rd., Lulu Is.
 News Service.....BUP, PN
 Transcription Service...Standard, Associated,
 SESAC
 Representative.....Natl. Bcstg. Sales, Cooke
 Membership.....CAB
 President.....Mrs. R. J. Sprott
 Vice-President.....Bruce Arundel
 General Manager.....Mrs. E. M. Willis
 Asst. Sales Mgr.....Al Goodwin
 Program Director.....Wally Garrett
 Chief Engineer.....M. McKenzie
 News Director.....Roy Jacques

C K W X

VANCOUVER—1923—MBS-DON LEE

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Oper. By.....Western Bcstg. Co., Ltd.

Business-Studio Address . . . 543 Seymour St.
 Phone Number Marine 3344
 News Service CP, BUP
 Transcription Service Lang-Worth, World
 Representative All-Canada, Weed
 President Arthur Holstead
 Gen. Station Mgr. Frank H. Elphicke
 Asst. Manager Sam G. Ross
 Commercial Manager John L. Sayers
 News Director A. G. Cannings
 Program Dir. Laurie Irving
 Sales Promotion Mgr. Ken Hughes
 Chief Engineer Charles Smith

CJIB

**VERNON—1947—CBC
 DOMINION SUPP**

Frequency: 940 Kc. Power: 1000 Watts
 Owned-Operated By Interior Bcstrs., Ltd.
 Business Address Box 428
 Phone Number 900
 News Service PN
 Transcription Service Associated
 Representative Radio Representatives, Cooke
 Membership CAB, BBM
 President J. T. Mutrie
 Station Manager Howard Thompson
 Sales Prom. Mgr. John Crofton
 Pgm. Dir., Chief Anncr. Don McGibbon
 Production Director Enid Meston
 News Director Stan Jones
 Chief Engineer Loren E. Merriman
 Farm Editor Ken Shepherd

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 Cedar Hill Cross Rd.
 Air Time 6 a.m.-11 p.m.
 News Service CP
 Transcription Service Thesaurus, World
 Membership CAB, WAB
 Representative Weed, All-Canada
 President Harold T. Matson
 General Manager Harold R. Carson
 Station Manager M. V. Chestnut
 Commercial Manager Lee F. Hallbeg
 Sales Prom. Mgr., & Pub. Dir.

James S. Crawford
 Fgm., Prod. Dir. Richard T. Batey
 Chief Announcer Rudy Hartman
 News Director Bruce Lowther
 Musical Director Fred Usher
 Chief Engineer Joe Sommers
 Consulting Engineer Keith McKinnon

CKDA

VICTORIA—1950

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By David M. Armstrong
 Address Douglas Hotel
 Representative Radio Representatives
 President David M. Armstrong

MANITOBA

CKX

BRANDON—1928—CBC DOMINION

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Oper. By Western Manitoba Bcstrs.
 Address 8th St. & Princess Ave.
 Phone Number 4532
 Transcription Service Thesaurus, World
 Representative Radio Representatives, Cooke
 News Service CP
 Membership WAB, CAB, BBM
 Managing Director J. B. Craig
 Commercial Manager E. D. Holland
 Program Director Eric Davies
 Publicity Director Archie Olson
 Chief Engineer Humphrey Davies

CFAR

**FLIN FLON—1937—CBC
 TRANS-CANADA**

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By Arctic Radio Corp., Ltd.
 Address 75 Hill St.
 Phone Number 590

News Service PN
 Transcription Service Lang-Worth
 Representative Stovin, Young
 President S. J. Beauloy
 General Manager C. H. Witney
 Program Director T. O. Nelson
 News & Prom. Dir. I. E. Smallwood
 Chief Engineer Gordon Woodward

CKSB

ST. BONIFACE—1946

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Oper. By Radio St. Boniface, Ltd.
 Address Langevin
 Phone Number 204-865
 News Service BUP
 Membership CAB
 Transcription Service World, Associated
 President Dr. Paul L'Heureux
 Gen., Comm. Mgr. Roland Couture
 Sta. Mgr., Pub. Dir. Rene Dussault
 Pgm. Dir., Farm Editor Leo Remillard
 Chief Announcer Maxime Desautniers
 News Director Louis Souchon
 Chief Engineer D. R. Thomson

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
 News Service BUP, PN, Reuters, CP
 Chairman (CBC) A. D. Dunton
 General Manager Dr. A. Frigon
 Regional Representative J. R. Finlay
 Station Manager (CBC) Winnipeg
 J. N. Mogrige
 Commercial Manager W. G. Carpentier
 Presentation Officer Norman Lucas
 Publicity Director C. E. L'Ami
 Chief Announcer Maurice Burchell
 News Director C. G. Gunning
 Chief Engineer R. D. Cahoon
 Farm Editor R. G. Knowles

CJOB

WINNIPEG—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Blick Bcstg., Ltd.
 Business-Studio Address Lindsay Bldg.
 Phone Number 9-6374
 Transmitter Location St. Boniface
 News Service PN, BUP
 Transcription Service World, United,
 Associated, Standard
 Representative . . Radio Representatives, Cooke
 Membership CAB, BBM
 President, General Manager J. O. Blick
 Commercial Manager A. J. Messner
 Program Director C. E. Farey
 Chief Engineer R. V. Durie

CKRC

WINNIPEG—1934—CBC DOMINION

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Oper. By . . . Transcanada Communica-
 tions, Ltd.
 Bus. Studio Address 300 Carlton St.
 Phone Number 922, 266
 Transmitter Location St. Vital
 Air Time Unlimited
 News Service BUP, PN
 Transcription Service Lang-Worth, Standard
 Representative Weed, All-Canada
 Membership CAB, BBM
 President V. Sifton
 Gen., Sta. Mgr. William A. Speers
 Commercial Manager B. M. Pirie
 Sales Prom. Mgr. F. M. Desourdy
 Prog. Dir., Prod. Mgr. J. M. Hill
 Chief Engineer Bert Hooper

CKY

WINNIPEG—1949

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Oper. By Station CKY, Ltd.
 Business Address 432 Main St.
 Phone 931, 531
 Air Time Unlimited
 News Service BUP, CP
 Transcription Service Capitol, World, SESAC
 Representative Stovin, Young
 Membership CAB, WAB
 General Manager Lloyd E. Moffat
 Commercial Manager J. M. Ellis
 Production Director W. E. Collier
 Publicity Director Maurice E. Bunn
 News Director Herb Nixon
 Musical Director Jack Shapira
 Chief Engineer John Edwards

—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 226
 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

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 880
 Transmitter Location Iroquois
 Air Time 7 a.m.-11:15 p.m.
 Transcription Service World
 Representative Stovin, Young
 President Georges Michaud
 Gen., Sta. Mgr. Maurice Lacasse
 Commercial Manager Georges Guerrette
 Pgm., Prod. Dir. Maurice Lacasse
 Cief Announcer Robert Beaulieu
 News Director Reynald Teasdale
 Chief Engineer Yvon Roy
 Farm Editor Leopold Bedard

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
 Representative All-Canada, Weed
 Membership CAB
 Gen., Sta. Mgr. Dr. Malcolm Neill
 Sales Prom. Manager C. Austin Moore
 Program Director J. T. H. Fenety
 News Director Claude Cain
 Chief Engineer Glenn D. Glove
 Consulting Engineer Cana Marconi

CKCW

MONCTON—1934 CBC DOMINION

Frequency: 1220 Kc. Power: 5000 Watts
 Owned-Oper. By Moncton Bcstg., Ltd.
 Business-Studio Address K. of P. Bldg.
 Phone Number 9111-2-3
 Transmitter Location Cherryfield
 Air Time Unlimited
 News Service BUP, RP
 Transcription Service World
 Representative McGillvra, Stovin
 Membership CAB, BBM
 Pres., Gen. Mgr. F. A. Lynds
 Commercial Manager F. A. Bestall
 Program Director R. R. Rowlands
 Publicity Director Alf. T. Parkes
 Chief Announcer Bob Pugh
 News Director Dane Crosby
 Chief Engineer James A. White
 Consulting Engineer RCA

CKMR

NEW CASTLE—1949

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Miramichi Bcstg. Co., Ltd.
 Business Address Castle St.
 Phone Number 690
 Air Time Unlimited
 News Service BUP
 Transcription Service Standard
 Representative Wright
 President W. Flett
 Program Director William Murray
 General Manager J. H. Coalston
 Chief Engineer Robert Wallace
 Traffic Manager Mary Braken
 News Director Graham Galloway

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, Reuters, AP, UP
 President (CBC) Dr. Augustin Frigon
 Regional Prog. Dir., Sta. Mgr. W. E. S. Briggs
 Commercial Manager E. A. Welr
 News Director D. C. McArthur
 Promotion Manager Wyn Rhydwen
 Regional Engineer H. M. Smith
 Chief Engineer J. A. Oulmet

CFBC

SAINT JOHN—1946 CBC DOMINION

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By Fundy Bcstg. Co., Ltd.
 Business-Studio Address 4 Carleton St.
 Phone Number 3-2421
 Transmitter Location Sand Cove Rd.
 Air Time Unlimited
 News Service 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 14 Church St.
 Phone Number 3-3304
 Transmitter Location Coldbrook
 Air Time Unlimited
 News Service PN
 Transcription Service World, Lang-Worth,
 Associated
 Representative Stovin, Young
 Membership CAB, BBM
 Station Manager George A. Cromwell
 Sales Promotion Manager Herman Covey
 Program Director Cleve G. Stillwell
 Production Director Earl McCarron
 Publicity Director Christine Fewings
 Chief Engineer J. G. Bishop
 Farm Editor Leonard Rudolf
 Consulting Engineer T. Reid Dowling

NEWFOUNDLAND

CBY

CORNER BROOK—1949—CBC TRANS-CANADA SUPP

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Operated By... Canadian Bcstg. Corp.
 Address... Corner Brook
 News Service... CP, BUP, Reuters
 Representative... CBC
 Gen. Mgr. (CBC)... Dr. Augustin Frigon
 Commercial Manager (CBC)... E. A. Wier
 Regional Rep... William F. Galgay
 Station Manager... C. V. Hierlihy
 D. Press & Info. Serv. (CBC)... Ron C. Fraser
 Dir. Gen. Engrg... Gordon W. Olive
 News Director (CBC)... D. C. McArthur
 Farm Editor (CBC)... A. R. Kemp

CBG

GANDER—1949—CBC TRANS-CANADA SUPP

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Canadian Bcstg. Corp.
 Address... Gander
 News Service... CP, BUP, Reuters
 Representative... CBC
 President (CBC)... Dr. Augustin Frigon
 Commercial Mgr. (CBC)... E. A. Wier
 Regional Rep... William F. Galgay
 Station Manager... A. Barrett
 News Director... D. C. McArthur
 D. Press & Inf. Serv. (CBC)... Ron C. Frazer
 D. Gen. Engrg. (CBC)... Gordon W. Olive
 Farm Editor (CBC)... A. R. Kemp

CBT

GRAND FALLS—1949—CBC TRANS-CANADA

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By... Canadian Bcstg. Corp.

Address... High St.
 Air Time... Unlimited
 Phone Number... 382
 Representative... CBC
 Gen. Mgr. (CBC)... Dr. Augustin Frigon
 Commercial Mgr. (CBC)... E. A. Wier
 News Director... D. C. McArthur
 Station Manager... John J. Grace
 Promotion Mgr. (CBC)... Ron C. Fraser
 Chief Engineer... J. J. Maloney
 Consulting Engineer... E. D. Witherstone

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

VOCM

ST. JOHN'S—1936

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Operated By... Colonial Bcstg. System
 Business Address... Box 920
 Phone... 3148
 Air Time... Unlimited
 News Service... PN, CP
 Transcription Service... Thesaurus, World
 Membership... CAB, BBM
 Representative... Stovin
 Managing Director... J. L. Butler
 Commercial Manager... M. Shulman
 Program Director... J. M. Murdoch
 Chief Engineer... W. B. Williams

NOVA SCOTIA

CJFX

ANTIGONISH—1943 CBC DOMINION

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By... Atlantic Bcstrs., Ltd.
 Address... St. Ninian St.
 Phone Number... 66
 Representative... CBC, Young, Natl. Bcst. Sales
 News Service... PN
 Transcription Service... United, Lang-Worth
 Representative... Natl. Bcst. Sales, Young
 General Manager... J. Clyde Nunn
 Commercial Manager... R. J. Ricketts
 Promotion Manager... James Burroughs

CKBW

BRIDGEWATER—1947 CBC TRANS-CANADA SUPP

Frequency: 1000 Kc. Power: 1000 Watts
 Owned-Oper. By... Acadia Bcstg. Co., Ltd.
 Address... 399 King St.
 Phone Number... 445
 Transmitter Location... Hebbville
 News Service... PN
 Transcription Service... Associated
 Representative... Radio Representative Ltd.,
 Cooke
 Membership... CAB, MAB, BBM
 President... C. J. Morrow

General Manager.....John F. Hirtle
 Comm. Mgr., News Dir.....Howard E. MacLean
 Sales Prom. Mgr.....Lester L. Rogers
 Sta. Mgr., Pgm. Prod. Dir.....James A. MacLeod
 Publicity Director.....Bruce F. Rafuse
 Chief Anncr., Musical Dir.....A. Max Ramey
 Chief Engineer.....Douglas B. Hirtle
 Farm Editor.....Frank J. Nicholson
 Consulting Engineer.....RCA Victor

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.....1:30 a.m.-12:10 a.m.
 News Service.....BUP, PN, Reuters, CP
 Representative.....CBC Commercial Div.
 General Manager.....Dr. Augustin Frigon
 Station Manager.....S. R. Kennedy
 Commercial Manager.....E. A. Weir, Toronto
 Maritime Reg. Repre.....W. E. S. Briggs
 Production Staff.....S. K. Appleby, G. I. Stewart
 Publicity Director.....Wyn Rhydwen, Maritime
 Press and Information Rep.
 Chief Announcer.....Carl MacCaull
 News Director.....M. MacDonald
 Supervising Operator.....Arleigh Canning
 Chief Engineer.....H. M. Smith, Maritime
 Regional Engineer
 Farm Editor.....J. W. R. Graham

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.....7-12:15 a.m.
 News Service.....GP, BUP
 Transcription Service.....Thesaurus, Lang-Worth,
 World
 Representative.....All-Canada, Weed
 Membership.....GAB, BBM
 President.....Andrew W. Robb
 General Manager.....William Coates Barrett
 Sta. Mgr., Pgm. Prod. Dir.....Gerald Redmond
 Comm.-Sales Prom. Mgr.....Douglas Grant
 Publicity Director.....Donald LeBlanc
 Chief Announcer.....John Funston
 Musical Director.....Richard L. Fry
 Chief Engineer.....Arthur H. Greig

CJCH

HALIFAX—1944

Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Operated By.....Chronicle Co., Ltd.

Bus.-Studio Address.....Lord Nelson Hotel
 Phone Number.....3-7311
 Transmitter Location.....St. Margaret's Bay Rd.
 Air Time.....24 hrs.
 News Service.....PN
 Transcription Service.....Standard, Associated
 Representative.....Cooke, Nat'l Bcstg. Sales
 Membership.....CAB, BBM
 Managing Editor.....B. P. McCurdy
 Station Manager.....E. Finlay MacDonald
 Commercial Manager.....C. L. Chambers
 Chief Announcer.....Cy Lynch
 Traffic Manager.....Howard E. Gerard
 Chief Engineer.....A. Reginald MacWilliams

CKEN

KENTVILLE—1948

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Evangeline Bcstg. Co., Ltd.
 Business-Studio Address.....Radio Center Ltd.
 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.....United
 Transcription Service.....GE
 Representative.....Alexander
 Membership.....CAB, BBM
 President, Chief Engr.....Avarad M. Bishop
 General Manager.....J. A. C. Lewis
 Commercial Manager.....S. D. Kerr

CBI

SYDNEY—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
 Transmitter Location.....South Bar
 Air Time.....7:30 a.m.-12:10 a.m.
 News Service.....BUP, Reuters, CP
 Representative.....CBC
 General Manager.....Dr. Augustin Frigon
 Station Mgr.....Barry MacDonald
 Commercial Manager.....E. A. Wier
 Regional Representative.....W. E. S. Briggs
 News Director.....Mrs. M. MacDonald
 Publicity Director.....Wyn Rhydwen
 Chief Announcer.....John MacEwan
 Supervising Operator.....George Dutton
 Chief Engineer.....H. M. Smith

CJCB

SYDNEY—1929—CBC DOMINION

Frequency: 1270 Kc.....Power: 1000 d.,
 5000 Watts n.
 Owned-Operated By.....Eastern Bcstrs., Ltd.
 Business-Studio Address.....Radio Bldg.
 Phone Number.....5596-7
 Transmitter Location.....So. Bar, Cape Breton
 Air Time.....7 a.m.-12M.

NOVA SCOTIA-ONTARIO

News Service PN
Transcription Service.....Thesaurus, Lang-Worth,
 UTS
RepresentativeAll-Canada, Weed
General Manager.....J. Marven Nathanson
Station Manager.....C. J. McDougall
Commercial Manager.....R. M. Burchell
Program Director.....T. C. Robertson
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.....BUP, Radio Press
Transcription Service.....Associated
Representative.....William Wright
Membership.....CAB, BBM
President, General Mgr......J. Arthur Manning
Comm. Manager.....Alex Thomson
News Director.....Shirley McPhail
Chief Engineer.....Sidney Bernasconi
Consulting Engineer.....No. Electric Co., Ltd.

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.-10:15 p.m.
News Service.....PN
Transcription Service.....UTS
Representative.....Alexander
Membership.....CAB, BBM
President, Chief Engr......Avard M. Bishop
General Manager.....J. A. C. Lewis
Commercial Manager.....S. D. Kerr
Program Director.....Willard A. Bishop
Chief Announcer.....Bob Bambury

CJLS
YARMOUTH—1934—CBC
DOMINION

Frequency: 1340 Kc.....**Power:** 250 Watts d.,
 250 Watts n.
Owned-Oper. By.....Gateway Bcstg. Co., Ltd.
Address.....22 Main St.
Phone Number.....500
Transmitter Location.....Brooklyn, Yarmouth Co.
Air Time.....7:45 a.m.-12:15 a.m.
News Service.....CP
Transcription Service.....All-Canada
Representative.....All-Canada, Weed
Membership.....BBM
Pres., Gen., Sta., Comm. Mgr......Donald L. Smith
Sales Prom. Mgr., Pgm. Dir......Denny J. Comeau
Publicity Director.....Gene Alton
Chief Announcer.....Denny J. Comeau
Chief Engineer.....Donald L. Smith
Consulting Engineer.....Fred J. Ball

ONTARIO

CKBB
BARRIE—1949

Frequency: 1230 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Ralph T. Snelgrove
Address.....26 Elizabeth St.
Phone Number.....5585
Representative.....Young, Natl. Bcst. Sales
News Service.....PN
Pres., Gen. Mgr......Ralph T. Snelgrove
Program Director.....Richard Mungham
Chief Engineer.....Jack Mattenley
Office Manager.....H. J. Snelgrove
News, Farm Director.....Bill Maynard

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.....CP

Transcription Service.....World, Thesaurus
Representative.....Stovin, Young
Membership.....CAB, BBM
President.....A. McLean Haig
Station Manager.....W. H. Stovin
Commercial Manager.....J. H. MacDonald
Program Director.....W. E. Arnold
Farm Editor.....Phil Flagler
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.....525 Colborne St.
Phone Number.....3-2664
Air Time.....Unlimited
Transcription Service.....World
News Service.....BUP
Representative.....J. L. Alexander
President.....Mrs. E. M. Buchanan
Commercial Manager.....Hugh Bremner
Program Director.....Wally Shubat
News Director.....Frank Kovacs
Chief Engineer.....Ken Stewart

CFJR

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 Perth Road
Air Time 7 a.m.-11:30 p.m.
News Service BUP
Representative Stovin, Young
Membership CB, BBM
Owner, Gen. Sta. Comm. Mgr. Jack R. Radford
Program Director Pat Byrne
Production Manager Tom Statham
Chief Engineer John G. Brasford
Farm Editor Edgar Clow

CFCO

CHATHAM—1926—CBC DOMINION

Frequency: 630 Kc. Power: 1000 Watts
Owned-Operated By John Beardall
Business address 42 King St. W.
Phone Number 2626
Air Time Unlimited
News Service BUP
Transcription Service Cole
Pres., Gen. Manager John Beardall
Commercial 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
General Manager John McKay
Station Manager H. Harrison Flint
Program Director Fred Pemperton
Prod. Dir., Chief nncr. Howard Bailey
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 Ft. Frances 200
Transmitter Location Pither's Point Pk.

Air Time Unlimited
News Service PN
Transcription Service Keystone
Representative Alexander, Cooke
Pres., Pgm. Dir. J. G. McLaren
Sta. Comm., Gen. Mgr. W. H. McLellan
Chief Announcer Bill Brady
Music Director Norman Fogerdahl
Chief Engineer J. G. McLaren
Consulting Engineer McKinnon

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.-11:35 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. Dir., Chief Anncr. J. P. Friesen
Chief Engineer W. T. Ross

CJOY

GUELPH—1948

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By CJOY, Ltd.
Business Address Bond Bldg.
Phone Number 555
Transmitter Location R.R. 7
Air Time Unlimited
News Service PN
Transcription Service Lang-Worth
Representative Radio Reps., Cooke
Station Manager Wallace Slatter
Commercial Mgr. Frederick T. Metcalf
Program Director Don LeBlanc
News Director Bill Montgomery
Chief Engineer D. A. Page
Consulting Engineer McCurdy

CHML

HAMILTON—1926
CBC DOMINION SUPP

Frequency: 900 Kc. Power: 5000 Watts
Owned-Oper. By Maple Leaf Bcstg. Co., Ltd.
Business-Studio Address 848 Main St., E.
Phone Number 9-2411
Transmitter Location Vinemount
Air Time Unlimited
News Service BUP
Representative Natl. Bcst. Sales, Young
Transcription Service Standard, Associated
Membership BBM
President Kenneth D. Soble

Gen. Station Mgr., Prog. Dir. Tom Darling
 Commercial Manager W. D. Whitaker
 Sales Prom. Mgr. Daryl Wells
 Chief Engineers Hugh Potter, Phil Tahany
 Farm Editor, News Dir. Art Hill

CKOC

HAMILTON—1922

CBC TRANS-CANADA SUPP

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Oper. By Wentworth Radio Bcstg.
 Co., Ltd.

Bus.-Studio address 32 John St.
 Phone Number 7-4483
 Transmitter Location Elfrida
 Air Time Unlimited
 News Service BUP
 Transcription Service Thesaurus, World,
 Lang-Worth

Representative All-Canada, Weed
 Membership CAB, BBM
 Station Manager W. T. Cranston
 Commercial Manager L. A. Westmoreland
 Asst. Manager J. Lyman Potts
 Sales & Pub. Dir. W. H. Edge
 Program Director J. O. Stone
 News Director W. E. Leckie
 Music Director D. A. Meadows
 Chief Engineer Leslie Horton

CJRL

KENORA—1938—CBC DOMINION

Frequency: 1220 Kc. Power: 1000 Watts
 Owned-Oper. By Kenora Bcstg. Co., Ltd.
 Address Johnson Block

Phone Number 6212
 Transmitter Location Jaffray Township
 Air Time Unlimited
 News Service CP
 Transcription Service Thesaurus

Representative Stovin, Cooke
 Membership CAB, BBM, WAB
 President Mrs. James Richardson
 Gen. Comm. Mgr. G. A. McLean
 Sales, Prom. Mgr. Paul Hack
 Pgm. Dir., Chief Anncr. Kenneth Mesbur
 Chief Engineer F. J. Hackett
 News Director Irv Stein
 Farm Editor J. Bourke

CKWS

KINGSTON—1942

CBC TRANS-CANADA

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By Brookland Co., Ltd.
 Address 306 King St.

Phone Number 4405
 Transmitter Location Wolfe Island
 Air Time Unlimited
 News Service PN

Transcription Service Lang-Worth, World
 Representative Natl. Bcst. Sales
 Membership CAB
 President Senator W. R. Davies

General Manager Jack Davidson
 Station Manager Roy W. Hofstetter
 Commercial Manager El Jones
 Program Director Jack Pollie
 Chief Announcer Jack Daly
 Music Director Lois Scrutton
 Chief Engineer Burt Cobb

CJLKL

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
 General Manager J. M. Davidson
 Station Manager Harry M. Edgar
 Commercial Manager Don Lawrie
 Program Director Don Nairn
 Chief Announcer Al Brooks
 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, Young
 Pres.-Station Mgr. W. C. Mitchell
 Commercial Manager G. Liddle

Sales Pgm. Mgr. Gordon Shaw
 Program Director Don Martz
 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 Westminster Twp.
 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

Commercial Manager.....Keith Chase
 Sales Promotion Manager...Douglas C. Trowell
 Program Director.....Robert A. Reinhart
 Production Director.....Jack N. Illman
 News Director.....John V. Trethewey
 Chief Engineer.....Glen A. Robitaille
 Farm Editor.....Roy Jewell

CHVC

NIAGARA FALLS—1947

Frequency: 1600 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Radio Station CHVC, Ltd.
 Business Address.....Rainbow Bridge
 Phone Number.....Niagara Falls, Ont. 4110
 Transmitter Location... Queen Elizabeth Way
 Air Time.....6:30 a.m.-M.
 News Service.....BUP
 Transcription Service.....World
 Representative.....Cooke, Alexander
 President.....B. Howard Bedford
 Manager Welland.....Len Gauthier
 Commercial Manager.....R. H. Hamilton
 Chief Announcer.....Bob Douglas
 Production Director.....Arthur W. Blakely
 Chief Engineer.....George Slinn
 Farm Editor.....Bill Killough

CFCH

NORTH BAY—1936—CBC TRANS-CANADA

Frequency: 600 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Northern Bcstg. Co., Ltd.
 Address.....Fraser St. & First Ave.
 Phone Number.....2400
 Air Time.....Unlimited
 News Service.....PN
 Transcription Service... Standard, Lang-Worth
 Representative.....Nat'l. Bcst. Sales, Cooke
 President.....Roy H. Thomson
 General Manager.....Jack M. Davidson
 Station Manager.....Cliff O. Pickner
 Commercial Manager.....Keith Packer
 Sales Promotion Manager... M. Rainville
 Program Director.....Phil Clayton
 News Director.....A. Cupples
 Chief Engineer.....Jack Barnaby
 Farm Editor.....J. Tyrell

CFOR

ORILLIA—1945—CBC DOMINION

Frequency: 1570 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Gordon E. Smith
 Bus.-Studio Address...101 Mississauga St., E.
 Phone Number.....3511
 Transmitter Location...Orillia Township
 News Service.....BUP
 Representative.....Stovin
 Membership.....CAB, BBM
 President, General Mgr....Gordon E. Smith
 Program Director.....James McGarvey
 Commercial Manager.....Alex Gilmour
 Promotion Manager.....Russ Waters
 Chief Announcer.....James Sullivan
 Music Director.....Bill Bramah

CKLB

OSHAWA—1946

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Oper. By.....Lakeland Bcstg. Co., Ltd.
 Business-Studio Address...16 Centre St.
 Phone Number.....4481
 Air Time.....Unlimited
 News Service.....PN
 Transcription Service.....United, World
 Representative.....Alexander
 President.....Alfred H. Collins
 General Manager.....Michael Hopkins
 Program Director.....William B. Swinton
 Chief Engineer.....Bert McCollum
 Commercial Manager.....Gordon C. Wilson

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
 General Manager.....Dr. Augustin Frigon
 Sta. Mgr., Pgm. Dir.....Charles P. Wright
 Chief Engineer.....Maxted Gilbert
 Commercial Manager.....E. A. Weir
 News Editor.....D. C. McArthur

CFRA

OTTAWA—1947

Frequency: 560 Kc.....Power: 1000 Watts
 Owned-Operated By.....Frank Ryan
 Business Address...Auditorium, Catherine St.
 Phone Number.....3-6241
 Transmitter Location...City View
 Air Time.....Unlimited
 News Service.....BUP
 Transcription Service...Standard, World, Cole,
 Capitol
 Representative.....All-Canada, Weed
 Membership.....CAB, BBM
 President, General Mgr....Frank Ryan
 Commercial Manager.....George M. Gowling
 Program Director.....Fred Davis
 Pub. & News Director.....Brian O'Connell
 Chief Announcer.....Tom Willis
 Musical Director.....Ken Watkins
 Chief Engineers...Jack Church, Cliff Simpkins
 Farm Editor.....Frank Ryan
 Consulting Engineer.....Fred S. Howes

CKOY

OTTAWA—1924—CBC DOMINION

Frequency: 1310 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....CKOY, Ltd.
 Address.....272 Somerset St., W.
 Phone Number.....3-5658
 News Service.....BUP, AP

ONTARIO

Transcription Service . . . Associated, Lang-Worth
RepresentativeCooke, Natl. Bcst. Sales
PresidentDuncan K. MacTavish
General ManagerT. Edgar Guest
Commercial ManagerDan V. Carr
Program DirectorJack Alexander
Chief EngineerJack Pond
Consulting EngineerMcKinnon

CFOS

OWEN SOUND—1940
CBC DOMINION SUPP

Frequency: 1470 Kc.Power: 1000 Watts
Owned-Oper. ByGrey & Bruce Bcstg. Co.,
Ltd.
Address270 9th St. E.
Phone Number1940
Transmitter LocationR. R. No. 4
Air TimeUnlimited
News ServicePN
Transcription ServiceWorld
RepresentativeStovin
MembershipCAB
PresidentHoward Fleming
Station ManagerWilliam N. Hawkins
Commercial ManagerD. Ferry
Sales Prom. Mgr.R. Tomlinson
Pgm., Music Dir.E. Smith
Production DirectorWilliam Fulton
Publicity DirectorE. Watson
Chief EngineerR. Turnpenny
Farm EditorMac McKenzie

CHOV

PEMBROKE—1942—CBC DOMINION

Frequency: 1350 Kc.Power: 1000 Watts
Owned-Oper. ByOttawa Valley Bcstg. Co.
Address97 Albert St.
Phone Number1350
Transmitter LocationE. of Pembroke
Air TimeUnlimited
News ServiceBUP
Transcription ServiceThesaurus, SESAC
RepresentativeStovin
MembershipCAB
Pres., Gen. Mgr.E. G. Archibald
Program DirectorBill Kutshke
Promotion ManagerMarg. Miller
Commercial ManagerRamsay F. Garrow
Chief EngineerW. E. Schmidt

CHEX

PETERBOROUGH—1942
CBC DOMINION

Frequency: 1430 Kc.Power: 1000 Watts
Owned-Oper. ByBrookland Co., Ltd.
Bus.-Studio AddressExaminer Bldg.
Phone Number2-0451
Air TimeUnlimited
News ServicePN
Transcription ServiceWorld, Lang-Worth
RepresentativeNatl. Bcst. Sales, Cooke

PresidentRupert Davies
Vice PresidentRoy H. Thomson
General ManagerRuss Baer
Commercial ManagerE. Bowser
Program DirectorW. Rewegan
Chief EngineerA. E. Crump
News Dir., Farm EditorIrv Morrison

CFPA

PORT ARTHUR—1944
CBC DOMINION

Frequency: 1230 Kc.Power: 250 Watts
Owned-Operated ByRalph H. Parker
Bus.-Studio AddressPublic Utilities Bldg.
Phone Number5-7651
Air TimeUnlimited
Transcription ServiceLang-Worth, Standard
RepresentativeBroadcast Representatives,
Alexander, Weed
Owner, Gen. Mgr.Ralph H. Parker
Commercial ManagerR. P. MacGowan
Program DirectorKen Beal

CKTB

ST. CATHARINES—1930
CBC DOMINION SUPP

Frequency: 1550 Kc.Power: 1000 Watts
Owned-Oper. ByThe Niagara District Bcstg.
Co., Ltd.
Business-Studio Address12 Yates St.
Phone Number5-7351
Air TimeUnlimited
News ServicePN
Transcription ServiceThesaurus, UTS
RepresentativeNational Broadcast Sales,
J. H. McGillvra
MembershipCAB, BBM
PresidentW. B. C. Burgayne
Commercial ManagerV. A. Lococo
Gen. Mgr., Pgm. Dir.W. C. Wingrave
Production ManagerW. C. Wheeler
Chief EngineerW. H. Allen
Farm EditorC. S. McKnight

CHLO

ST. THOMAS—1948
CBC TRANS-CANADA SUPP

Frequency: 680 Kc.Power: 1000 Watts
OwnerStation CHLO, Ltd.
Business-Studio AddressRadio Centre
Phone Number3696
Air TimeUnlimited
News ServiceCP
Transcription ServiceLang-Worth, Associated
RepresentativeRadio Reps., Cooke
PresidentClarence Nichols
Commercial ManagerG. N. Miller
Pgm., Prod. Dir.L. C. Evans
Gen. Mgr., Chief Engr.J. C. Warder
Sales Prom. Mgr.Robert Campbell
Chief AnnouncerPeter Dickens

CHOK

SARNIA—1946

CBC TRANS-CANADA SUPP

Frequency: 1070 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By Sarnia Bcstg. Co., Ltd.
Address 148½ Front St. N.
Phone Number Digby 1121
Air Time Unlimited
Transcription Service Standard, Lang-Worth
Representative Natl. Bcst. Sales
President H. M. Hueston
Managing Director Claude R. Irvine
Station Manager Karl Monk
Commercial Manager Gerry Hall
Publicity Director George Rich
Program Director Grant Webber
Chief Engineer Robert F. Cooke
News Director Graham Emslie
Music Director Joan Mercer

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.
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
News Service UP, BUP
Transcription Service World
Representative All Canada, Weed
President, General Mgr. Frank M. Squires
Commercial Manager S. E. Tapley
Prom. Mgr., Pgm. 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

Transmitter Location Burwash Rd.
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
Production Director Jean DeVilliers
Chief Announcer Bill McGee
Program Director Don Killoran
Publicity Director Jim Boyd
Chief Engineer G. A. Wilson
Farm Editor Jean St. Denis

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
President G. M. Miller, K.C.
General Manager W. J. Woodill
Assistant Manager K. Dobson
Program Director R. D. Alexander
Chief Engineer J. McRae

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 1-500
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 Gordon Burnett
Program Director Jesse French
Chief Announcer Cecil Linder
Music Director Roger St. Jacques
Chief Engineer Ernie Mott
Consulting Engineer George McCurdie

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.

ONTARIO

Phone Number.....Ki 0580
Transmitter Location.....Hornby
News Service... BUP, Reuters, PN, CP, AP, UP
Representative.....CBC
President (CBC).....Dr. Augustin Frigon
Commercial Manager (CBC).....E. A. Weir
Program Director.....Harry J. Boyle
News Director.....D. P. McArthur
Publicity Director.....Ron C. Fraser
Chief Engineer.....J. A. Ouimet

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.
Phon Number.....Princess 5711
Air Time.....Unlimited
News Service.....BUP, PN
Transcription Service... Associated, Thesaurus,
World
Representative.....Young, All-Canada
President.....Harry Sedgwick
Vice-President.....J. Ellsworth Rogers
General Manager.....Lloyd Moore
Promoion Manager.....Ken Marsden
Commercial Manager.....Waldo Holden
News, Pgm. Dir.....Wes McKnight
Publicity Director.....Ken Marsden
Chlef Engineer.....Clive Eastwood
Farm Editor.....Rex Frost

(See Page 720)

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.....R. R. 1, Tadmoren
Air Time.....Sunrise-sunset
News Service.....BUP
Transcription Service.....Lang-Worth, United,
Standard
Representative.....McGillvra
President.....John H. Q. Part
General-Comm. Mgr.....Robert L. Lee
Sales Promotion Manager.....Leigh Stubbs
Chief Announcer.....Phil Stone
Chief Engineer.....Aurelle Boisvert
Music Director.....Gordon Atkinson

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
Representative.....Stovin
News Service.....CP, BUP, Reuters
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. McCall
Supervisor of Press & Information...R. C. Fraser
D. Gen. Engrg.....Gordon W. Olive

CKEY

TORONTO—1944

Frequency: 580 Kc.....Power: 5000 Watts d.;
1000 Watts n.
Owned By.....Toronto Bcstg. Co., Ltd.
Bus-Studio Address.....444 University Ave.
Phone Number.....W.Averly 3881
Transmitter Location.....Scarboro
Air Time.....24 hrs. daily
News Service.....CP, BUP
Transcription Service.....World, Lang-Worth,
Standard, Associated
Representative.....Natl. Bcst. Sales, Cooke
President, General Mgr.....Jack K. Cooke
Station Manager.....Hal Cooke
Commercial Manager.....Jack Turrall
Program Director.....Don Insley
Publicity Director.....W. J. Houston
Chief Engineer.....Ernie M. Swan
News Director.....Harry Rasky
Consulting Engineer...Toye, Canadian G. E. Co.

CKFH

TORONTO—1951

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Foster Hewitt
Address.....Maple Leaf Gardens
President.....Foster Hewitt

CBE

WINDSOR—1950—CBC

Frequency: 1550 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address.....Security Bldg.
News Library.....CP, BUP, R
General Mgr. (CBC).....Dr. Augustin Frigon
D Press & Info. Ser.....Ron C. Fraser
Commercial Manager (CBC).....E. A. Weir
Station Manager.....M. L. Poole
D. Gen. Engrg. (CBC).....Gordon W. Olive
News Director (CBC).....D. C. McArthur
Farm Editor (CBC).....A. R. Kemp

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.

• • • ONTARIO-PRINCE EDWARD ISLAND-QUEBEC • • •

Business-Studio Address..... Josephine St.
Phone Number 158
Transmitter Location Belgrave
Air Time Unlimited
News Service BUP
Transcription Service..... Lang-Worth, World
Representative Alexander, Young
President, General Mgr..... W. T. Cruickshank
Station Manager..... J. J. Cruickshank
Commercial Manager..... G. W. Cruickshank
Production Director..... V. Dittmer
Program Director..... J. F. Brent
Chief Announcer..... Tom Rafferty
Publicity Director R. Clark
Chief Engineer..... S. C. Reid
News Director..... John Strong
Music Director..... H. V. Pym
Farm Editor..... Robert Carbert

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
Pgm. Dir., Prod. Mgr..... W. Whiting
Chief Engineer..... B. D'Ambrogio

-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..... North River
Air Time..... 7 a.m.-12:10 a.m.
News Service PN
Transcription Service Associated
Representative All-Canada, Weed
Membership CAB
Pres., Managing Dir..... Lt. Col. K. S. Rogers
Station Manager..... R. F. Large
Promotion Manager..... C. E. Cooper
Traffic Supervisor..... W. A. MacMillan
Technical Spvr..... A. L. Finley
News Director..... A. S. Dickson
Musical Director..... W. K. Rogers

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 a.m.-11:15 p.m.
News Service BUP
Transcription Service..... World, All-Canada,
Guild Radio Features
Representative Radio Reps.
Membership CAB, BBM
President..... J. K. Curran
Sta.-Comm. Mgr., Chief Engineer..... A. G. Rogers
Chief Announcer..... Albert Nicholson
News Director..... C. L. Fitzpatrick
Program Director..... R. C. Schurman
Musical Director..... Lowell Huestis
Consulting Engineer..... A. H. Mackie

QUEBEC

CHAD

AMOS—1942

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.
Representative Renaud, Weed
Transmitter Location Amos
Air Time 7 a.m.-M.

News Service PN
Transcription Associated, World
Representative Weed
Membership CAB
President..... David Armand Gourd
Station Manager..... Joseph Duguay

CBJ

CHICOUTIMI—1933—CBC FRENCH

Frequency: 1580 Kc..... Power: 10,000 Watts
Owned-Oper. By..... Canadian Bcstg. Corp.

. . . **QUEBEC** . . .

Business-Studio Address . . . 286a Racine St.
Phone Number 155
Transmitter Location . . . Rang San Antoine
Air Time Unlimited
News Service CP, BUP, R
Representative CBC
Membership BMI
General Manager Dr. Augustin Frigon
Station Manager V. Fortin
Commercial Manager E. A. Weir
Director Marcel Ouimet
Infom., Press Director Ron C. Fraser
Dir., Gen. Engr. Gordon W. Olive
Supvr., Press & Info. J. Saint Georges

CHEF

GRANBY—1946

Frequency: 1450 Kc. Power: 250 Watts d.,
250 Watts n.
Owned-Oper. By Granby Bcstg. Co., Ltd.
Address 13 Centre St.
Phone Numbers 3353, 4892
Transmitter Location . . . 1½ mi. out of city, R. 1
Air Time 7:45 a.m.-11 p.m.
News Service CP
Station Representative . . . Omer Renaud & Co.
Membership BBM
President Raymond Chaput
Gen., Sta. Mgr. Gerard Laliberte
Comm., Prom. Mgr. Fernand Normandin
Pgm., Prod. Dir., Chief Anncr. . . Florian Bastien
Publicity Director Ray-Marc Dube
News Director Gerald Boutet
Musical Director Pierrette Robichaud
Chief Engineer Gerard Laliberte
Farm Editor Claude Dery

CKCH

HULL—1933—CBC FRENCH SUPP

Frequency: 970 Kc. Power: 1000 Watts
Owned-Oper. By . . . Syndiat d'Oeuvres Sociales
Ltee.
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
Publicity Director George Huard
Program Director Henri Bergeron
Chief Announcer Henri Bergeron
News Director Guyde Merlis
Musical Director Aurele Groulx
Chief Engineer Max Gebhardt
Consulting Engineer . . . Canadian Marconi, Ltd.

CKRS

JONQUIERE—1947

Frequency: 1240 Kc. Power: 250 Watts

Owned-Oper. By Radio Saguenay, Ltd.
Address 359 St. Dominique St.
Phone Number 720
Air Time Unlimited
News Service UP
Transcription Service World
Representative Trans-Quebec, Hardy, Young
President Henry Lepage
Station Manager Tom Burham
Women Director Mrs. Lehir
News Sports Director Ray Maynard
Chief Engineer Paul Fortier

CKLS

LA SARRE—1950

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Radio La Sarre, Inc.
Representative Renaud
Station Manager Jean Senecal

CKBL

MATANE—1949

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Oper. By . . . La Cie de Radiodiffusion de
Matane Ltee
Address 144 Ave. St. Jerome
Phone Number 355
Transmitter Location Poncheville
Air Time 7 a.m.-12M.
News Service PN
Transcription Service Associated
Representative Jos. A. Hardy & Co., Ltd.
Membership BBM
Pres., Gen., Sta. Mgr. Rene Lapointe
Commercial Manager Octave Lapointe
Promotion Manager Marcel Houle
Prod., News Dir. Jean Berger
Chief Engineer Paul Duberger

CBF

MONTREAL—1936—CBC FRENCH

Frequency: 690 Kc. Power: 50,000 Watts
Owned-Oper. By Canadian Bcstg. Corp.
Bus.-Studio Address Radio Canada Bldg.,
1425 Dorchester St., W.
Phone Number PLateau 5111
Transmitter Location Vercheres
Air Time 7 a.m.-M.
News Service BUP, CP, AFP
Membership BBM
President A. D. Dunton
Gen. Mgr. Dr. Augustin Frigon
Commercial Manager M. Valiquette
Mus., Pgm. Dir., Sta. Mgr. . . . Marcel Ouimet
Sales Representative I. R. Peloquin
Prod. Director Roger Laveluy
Publicity Director J. Saint-Georges
Chief Announcer Miville Couture
News Director E. R. Bertrand
Chief Engineer H. Audet
Farm Editor Armand Berube

CBM

MONTREAL—1937
CBC TRANS-CANADA

Frequency: 940 Kc. Power: 50,000 Watts
 Owned-Oper. By.....Canadian Bcstg. Corp.
 Bus.-Studio Address.....Radio Canada Bldg.
 Phone Number.....PLateau 7161
 Transmitter Location.....Marieville
 News Service.....CP, BUP, R
 Air Time.....6 a.m.-M.
 Representative.....CBC
 Membership.....BBM
 Gen. Mgr. (CBC).....Dr. Augustin Frigon
 Commercial Manager.....E. A. Weir
 Director.....Marcel Oulmet
 Program Director.....William J. L'Reilly
 News Director.....E. R. Bertrand
 Dir., Gen. Engr. (CBC).....Gordon W. Olive
 Dir., Press & Info. Ser. (CBC).....Ron C. Fraser

CFCF

MONTREAL—1919
ABC-CBC DOMINION

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By.....Canadian Marconi Co.
 Bus.-Studio Address.....1231 St. Catherine St. W.
 Phone Number.....PLateau 2575

Transmitter Location.....St. Genevieve
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....BUP
 Transcription Service.....Standard
 Representative.....Weed, All-Canada
 Membership.....CAB, BBM
 Bcstg. Manager.....W. Victor George
 Station Manager.....J. Allan Hammond
 Commercial Manager.....T. J. Quigley
 Publicity Director.....Frank Jones
 Production Director.....J. Howlett
 Chief Announcer.....Lee Hamilton
 News Director.....Tracy S. Ludington
 Chief Engineer.....John Gettenby
 Consulting Engineer.....Canadian Marconi Co., Ltd.

CHLP

MONTREAL—1933

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Oper. By.....La Patrie Publishing Co., Ltd.
 Address.....180 St. Catherine St., W.
 Phone Number.....La 3121
 Transmitter Location.....Laprairie
 Air Time.....Unlimited
 News Service.....PN
 Transcription Service.....Associated
 Representative.....Alexander, McGillyra, Hunt
 Pres., Gen. Mgr.....Sen. P. R. DuTremblay

Montreal's First Station
 in
 Canada's First Market

ASK THE MEN WHO KNOW



Reps.: in Canada ALL CANADA RADIO FACILITIES

in U. S. WEED & C

QUEBEC

Sales, Sta., Comm. Mgr. C. A. Berthiaue
Program Director Andre Chabot
Production Director Roland Giguere
News, Pub. Dir. Armand Goulet
Chief Announcer Marcel Marineau
Musical Director Jacques Bertrand
Chief Engineer Alphonse Cloutier
Consulting Engineer Keith A. McKinnon

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, Thesaurus, Capitol
Representative Young, Radio Time Sales
Membership CAB, BBM
Pres., Gen., Sta., Comm. Mgr. J. Art. Dupont
Program Director Ron Morrier
Chief Announcer Mac McCurdy
Chief Engineer A. K. Taylor
Consulting Engineer Northern Elec. Co., Ltd.

CKAC

MONTREAL—1922—CBS TRANS-QUEBEC

Frequency: 730 Kc. Power: 10,000 Watts n.
5000 d.
Owned-Oper. By La Cie. De Publication,
La Presse, Ltée.
Phone Number MARquette 3611
Studio Address 980 Stes. Catherine St., W.
Transmitter Location St. Hyacinthe
Air Time 6 a.m.-1 a.m.
News Service AP, UP
Transcription Service Associated, UTS,
Lang-Worth, World
Representative Young, Wright
Pres., Gen. Mgr. Hon. Sen. P. R. Du Tremblay
Station Mgr. Phil Lalonde
Assistant Manager Roy Malouin
Commercial Manager Georges Bourassa
Sales Prom. Manager Robert Jouglet
Pgm., Prom. Dir. Ferdinand Biondi
Publicity Director Claude Lapointe
Chief Announcer Louis Belanger
News Director Gabriel LaSalle
Musical Dir., Farm Editor Jacques Boisjoli
Chief Engineer Leonard Spencer

CKVL

MONTREAL—VERDUN—1946

Frequency: 980 Kc. Power: 1000 Watts
Owned-Operated By J. Teitolman
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
Program Director Omer Duranceau (French),
Hal Stubbs (English)
Production Director Marcel Provost
Publicity Director Cory Thomson
Chief Announcer Jean Boulu
Musical Director Billy Munro
Chief Engineer J. C. Charlebois
Farm Editor Claude Sequin

CHNC

NEW CARLISLE—1933 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 Paspébiac
Air Time 6 a.m.-11 p.m.
Representative Hardy, Young
Membership BBM, CAB
President Dr. Charles E. Dumont
General Mgr. Dr. Charles Houde
Sta., Comm., Prom. Mgr. Viateur Bernard
Chief Engineer Gordon S. Coleman

CBV

QUEBEC CITY—1939—CBC FRENCH

Frequency: 980 Kc. Power: 1000 Watts
Owned-Oper. By Canadian Bcstg. Corp.
Business Studio Address Palais Montcalm
Phone Number 5-8155
Representative CBC
Transmitter Location Charlesbourg
Air Time 7:30 a.m.-M.
News Service CP, BUP
General Manager Dr. A. Frigon
Station Manager Guy Dumais
Comm. Mgr. (French Net) E. A. Weir
Prog. Dir. (French Net) Marcel Oulmet
Pres. & Info. Serv. Dir. Ron C. Fraser
Dir., Gen. Engr. Gordon W. Olive
Supvr. Press & Info. J. St. Georges
Pgm. Dir., Prom. Mgr. Magella Alain
Chief Engineer Arsene Nadeau

CHRC

QUEBEC CITY—1926 TRANS-QUEBEC

Frequency: 800 Kc. Power: 5000 Watts
Owned-Operated By CHRC, Limitée
Business-Studio Address 39 St. Jean
Phone Number 2-8177
Transmitter Location St. Romuald
Air Time 6:30 a.m.-12:30 a.m.
News Service AP, UP
Transcription Service Lang-Worth, Thesaurus

Q U E B E C

Representative Young, Hardy
 Membership CAB, BBM
 President Herve Baribeau
 General Station Manager Henri Lepage
 Commercial Manager Aurele Pellitter
 Program Director Magella Alain
 Chief Announcer Roger Label
 News Director Maurice Descarreaux
 Musical Director Fernando St. Gorges
 Chief Engineer Arsene Nadeau

C J N T

QUEBEC CITY—1949

Frequency: 1340 Kc. Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By The Goodwill Bcstrs. of
 Quebec, Inc.
 Address 30 Garden St.
 Phone Number 5-6119
 Transmitter Location 405 Hamel Blvd.
 Air Time Unlimited
 News Service CBC
 Transcription Service SESAC
 Representative Alexander, McGillvra
 Pres., Gen., Sta., Comm. Mgr.
 J. Narcisse Thivierge
 Pgm., Music Dir. A. Mercier
 Prod., Pub. Dir. M. Mullins
 Chief Announcer Jean Langlais
 Chief Engineer G. Verreault

C K C V

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
 Air Time 6:30 a.m.-1 a.m.
 News Service PN
 Transcription Service World, UTS
 Representative Renaud, Weed
 Membership CAB, BBM
 President Gaston Pratte
 Gen., Sta., Comm. Mgr. Paul Lepage
 Sales Promotion Manager Marie Paul Vachon
 Pgm. Prod. Dir., Chf. Ann. Marcel Leboeuf
 Publicity Director Jean Bender
 News Director Laurent Chateaufeuf
 Musical Director Roger Lachance
 Chief Engineer Albert DuBerger
 Consulting Engineer Keith MacKinnon

C J B R

RIMOUSKI—1937

CBC FRENCH SUPP

Frequency: 900 Kc. Power: 5000 Watts
 Owned-Oper. By The Central Public Service
 Corp., Ltd.
 Address 39 St. John St.
 Phone Number 396
 News Service PN
 Transcription Service United, Standard

News Service PN
 Representative Stovin, Young
 President Hon. J. A. Brilliant
 General Manager Guy Caron
 Commercial Manager Andre Lecomte
 Pgm. Dir., Prom. Mgr. Guy Ross
 Chief Engineer Cecil Daok

C J F P

RIVIERE-DU-LOUP—1947

CANADIAN BROADCASTING CORP.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Radio-Temisouat Lee
 Address 203 rue Lafontaine
 Phone Number 2727
 Transmitter Location La Pointe
 Air Time 7 a.m.-12M.
 Representative Young J., Renaud
 Pres., Gen. Mgr. Armand Belle
 Sta. Mgr., Pub. Dir. Henri Bourdeau
 Commercial Manager Yves Marchand
 Sales Prom. Mgr. Luc Simard
 Pgm. Dir., Chief Anncr. Lucien Emond
 Production Director Rene Viel
 News Director Raoul Savard
 Musical Director Charles-Eugene Albert
 Chief Engineer Raymond Lavoie
 Farm Editor Adrien Martin.
 Scientific Agriculturist (non-staff)
 Consulting Engineer Rene Viel

C H R L

ROBERVAL—1949

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Radio Roberval Inc.
 Address Hotel Maison Blanche
 News Service PN
 Representative Renaud
 President Fernand Levesque
 General Manager L. Morin

C K R N

ROUYN—1939—CBC FRENCH SUPP

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Northern Radio, Inc.
 Bus.-Studio Address Reilly Block Bldg.
 Transmitter Location Rouyn
 News Service PN
 Transcription Service Associated, World
 Representative CBC, Renaud
 President, General Manager David A. Gourd
 Program Director Maurice Dobois
 Chief Engineer George H. Pope

C H G B

STE. ANNE DE LA POCATIERE—1938

CBC

Frequency: 570 Kc. Power: 1000 Watts
 Owned-Oper. By G. Thomas Desjardins
 Address Main St.
 Phone Number 101
 Representative Renaud, McGillvra
 Transcription Service Lang-Worth, SESAC

News ServicePN
 Pres., Gen. Mgr., Chief Engr. G. T. Desjardins
 Pgm. Dir., Prom. Mgr. P. E. Hudon
 Chief Engineer A Dube

CHLT
SHERBROOKE—1937
CBC FRENCH SUPP

Frequency: 900 Kc. Power: 1000 Watts
 Owned-Operated By La Tribune, Ltd.
 Business-Studio Address 3 Marquette St.
 Phone Number 3-2525
 Transmitter Location 2 miles from city
 Air Time 6 a.m.-M.
 Transcription Service World, UTS, Thesaurus
 News Service CP
 Representative Young, Hardy
 Membership BBM
 President Sen. Jacob Nicol
 General Manager A. Gauthier
 Commercial Manager J. L. Gauthier
 Program Director Ren Caron
 Chief Engineer Romeo Paquette

CKTS
SHERBROOKE—1946
CBC DOMINION

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Telegram Ptg. & Pub. Co.,
 Ltd.
 Business-Studio Address 3 Marquette St.
 Phone Number 2071
 Transcription Service Thesaurus, World
 Representative CBC, Hardy, Young
 President Hon. C. B. Howard
 General Manager A. Gauthier
 Prom. Mgr., Pgm. Dir. J. L. Gauthier
 Commercial Manager Gordon Beerworth

—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 BUP
 Transcription Service Lang-Worth
 Representative Stovin, Weed
 Membership CAB
 President J. E. Slaight
 General Manager J. S. Boyling
 Commercial Manager N. Skingle
 Promotion Manager Rita Spicer
 Program Director Jim Purvis

CJSO

SOREL—1945—FRA

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By Radio Richelieu, Ltee
 Business Studio Address 72 Rue Du Roi
 Phone Number 3318
 Trans. Location 3100 Rte. 1 Natl.
 Air Time 6:15 a.m.-11 p.m.
 News Service PN
 Representative Renaud
 Pres., Elec. Engr. J. Arthur Villeneuve
 General Manager Henri Olivier
 Comm., Prom., Sta. Mgr. Maurice Boulianne
 Prod., Pgm. Dir. Wilfrid Mondou
 Chief Announcer Marcel Villemaire
 Chief Technician Joseph Cardin

CHLN

THREERIVERS—1937

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Oper. By Le Nouvelliste, Lté.
 Bus.-Studio Address Chateau de Blois Hotel
 Phone Number 4500
 Representative Hardy, Young
 News Service PN
 Transcription Service World, UTS
 Representative Hardy, Young
 Station Manager Leon Pretanrer

CKVD

VAL D'OR—1939

Frequency: 1230 Kc. Power: 100 Watts
 Owned-Oper. By Northern Radio, Inc.
 Address Reilly Block, Rouyn
 Representative Renaud, Weed
 President David A. Gourd
 Station Manager Louis Hiller

Chief Engineer M. Pickford
 Production Director George Sillory
 News Director Earl Barnholden
 Music Director Cy Knight

CJNB

NORTH BATTLEFORD—1946

Frequency: 1470 Kc. Power: 1000 Watts
 Owned-Oper. By Northwestern Bcstg. Co., Ltd.
 Business Address Box 38
 Phone Number 2373
 Transmitter Location N. Battleford
 Air Time Unlimited
 News Service BUP
 Transcription Service World, Capitol
 Representative Stovin
 Membership CAB, WAB, BBM
 General, Station Manager Hume A. Lethbridge
 Comm., Sales Prom. Mgr. Allen H. Klassen
 Prod. Dir., Chief Engineer A. C. Nichol

CKBI

PRINCE ALBERT—1927
CBC DOMINION

Frequency: 900 Kc. Power: 5000 Watts
Owned-Oper. By Central Bcastg. 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, WAB
Station Manager E. A. Rawlinson
Comm.-Sales Prom. Mgr. Gerald Priest
News Director Francis Church
Program Director J. J. Cannon
Music Director Lee Wickell
Chief Engineer Tom Van Nes
Farm Editor Benny Blacklock

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, WAB, SAB
President Victor M. Sifton
General Manager Harold A. Crittenden
Commercial Manager Gil Seabrook
Dir. Spec. Services Allen Edwardson
Prod. Director D. R. Dawson
Chief Announcer Jim Grisenthwaite
News Director Jim McLeod
Chief Engineer E. A. Strong

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. Lalight
Program Director W. L. Walker
Chief Engineer William MacDonald
Publicity Director R. Rees

Chief Announcer T. Hill
News Director D. McDonald

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
Transcription Standard, Lang-Worth, Cole
Representative Radio Reps., Young
President A. A. Murphy
Station Manager Vernon Dailin
Commercial Manager Blair Nelson
Program Director Wilfred Gilbey
Traffic Director Margaret Barton
Chief Announcer Harry Dekkers
News Director Godfrey Hudson
Chief Engineer Lyn Hoskins

CBK

WATROUS—1939
CBC TRANS-CANADA

Frequency: 540 Kc. Power: 50,000 Watts
Owned-Oper. By Canadian Bcastg. Corp.
Bus.-Studio Address 300 Manitoba Telephone
Bldg.
Phone Number 922-191
Transmitter Location Watrous
Air Time Unlimited
News Service PN, BUP
President (CBC) Dr. Augustin Frigon
Station Manager J. N. Mogridge
Commercial Manager (CBC) E. A. Weir
Promotion Manager C. E. L'Ami
Chief Engineer R. D. Cahoon

CJGX

YORKTON—1927—CBC DOMINION

Frequency: 940 Kc. Power: 1000 Watts
Owned-Oper. By Yorkton Bcastg. Co., Ltd.
Bus.-Studio Address Smith-McKay Bldg.
Phone Number 258
Transmitter Location ½ Mi. E. of Yorkton
on Hwy. No. 10
Air Time Unlimited
News Service CP
Transcription Service World
Representative Stovin, Young
Membership CAB, WAB
President Dawson Richardson
Gen. Sta. Mgr. Arthur Mills
Commercial Manager J. M. Shortreed
Pgm. Dir., Sales Prom. Mgr. N. R. Runtz
Chief Announcer E. LePage
Chief Engineer Arthur Mills
Farm Editor Lionel Moore
Consulting Engineer K. MacKinnon



PRODUCTION

RADIO AND TELEVISION

Program Producers



Transcription Companies



Recording Companies



Music

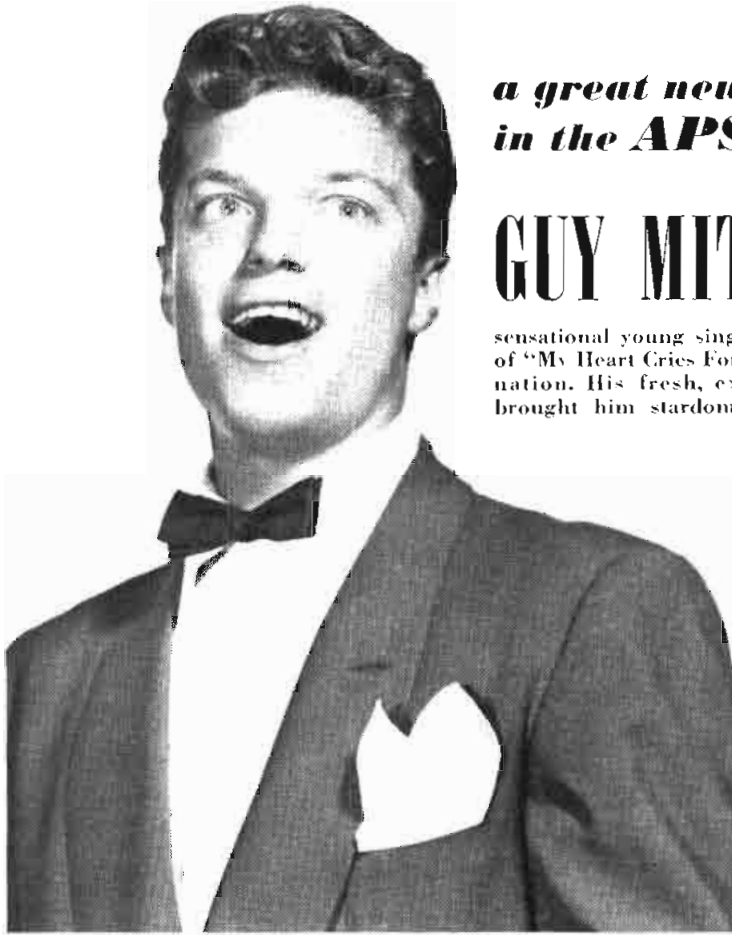
NINETEEN FIFTY-ONE



*a great new star
in the APS library*

GUY MITCHELL

sensational young singer whose recording of "My Heart Cries For You" has swept the nation. His fresh, exciting talent has brought him stardom almost overnight.



ONE MORE FINE ARTIST joins the Associated family of outstanding musical stars. It's a happy event that means still another great name in the APS roster of leading musical performers. And it's another example of how APS subscribers continue to benefit because they selected the best and ever-improving radio library in the world.

With such excellent talent, plus the finest quality of recording and the experienced sales and promotion service Associated now renders — it is no wonder why APS subscribers unanimously agree that here is the library which "pays as it plays".

Associated is your surest guarantee of *programming at a profit*. Why not write, phone or wire today for more facts on how APS can create bigger sales for *your* station?



Mindy Carson



Vic Damone



Evelyn Knight



Ralph Flanagan



Kay Armen

"the library that pays for itself"

Associated Program Service

151 West 46th Street, New York 19, N. Y.

Other popular stars in the Associated library—all adding up to top programming material.

RADIO—TELEVISION PROGRAM PRODUCERS

ADVANCE TELEVISION PICTURE SERVICE, INC.

729 Seventh Ave., New York 19, N. Y.
Phone: Circle 5-6873

President.....Charles A. Alicoate
Exec. Vice-Pres. & Secy.....William E. Wild
Services Offered: Producers and distributors of films, features, shorts and package films for TV. Stock Shots Film, Private Projection Theaters, Cutting and Editing.

ADVERTISERS RECORDING SERVICE, INC.

113 W. 57th St., New York 19, N. Y.
Phone: Circle 6-0141-2

President.....James A. Miller
Secretary.....E. B. McCutcheon
Services Offered: Program production, Mil-
lertape editing, wax and instantaneous re-
cording, studio rental, phonograph records.

AFFILIATED PROGRAM SERVICE INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1881

President.....Paul F. Adler
Services Offered: Live programs plus syn-
dicated films. Syndicated script services.

AGENTS TELEVISION CORP.

724 Fifth Ave., New York 19, N. Y.
Phone: JUdson 2-3885-3886-3887
9119 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 1-9134

President.....Irving Salkow
Vice-Pres, West Coast.....Buster Collier
Vice-Pres., New York.....Jack Lawrence
Personnel:
Packaging.....Martin Sperber
Writers.....Wm. A. Drake, Manny Wolfe
Talent.....Leo Lefcourt, John Creighton
Radio.....Ruby Cowan
Services Offered: Clearing house for 64
leading talent and writers agents in Holly-
wood.

AIR FEATURES, INC.

347 Madison Ave., New York, N. Y.
Phone: MU 9-5900
Services Offered: Radio programs.

AMERICAN-JEWISH BROADCASTING CO., INC.

150 Broadway, New York 7, N. Y.
Phone: Worth 2-3322

President.....Herman Younglieb
Services Offered: Program production,
script and transcription library. All foreign
languages; specializing in American-Jewish
field.

AMERICAN NATIONAL VIDEO PRODUCTIONS, INC.

17 N. Wabash Ave., Chicago 2, Ill.
Phone: Financial 6-2255

Pres. & Gen. Mgr.....Thomas J. O'Brien, Jr.
Asso. Producer.....Jean Gendon
Asso. Producer.....Phyllis F. O'Brien
Asst. Producer.....Allis Allen
Admin. Asst.....Helen Mawer
Admin. Asst.....Dan D. O'Brien
Services Offered: Live shows, film, film
commercials; shows on air: "Comic Capers"
WBKB daily—third season; "Anonymously
Yours", weekly public service program, first
season—WBKB; "Parade", weekly talent
show, fourth season.

ANIMATION HOUSE, INC.

(For complete listing see TV Film Producers)

ASSOCIATED BROADCAST ADVERTISING CO.

8409½ Melrose Place, Los Angeles 46, Calif.
Phone: DUUnkirk 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 merchandis-
ing. Several participation (quiz) and other
shows available.

ANN BARBINEL

54 Riverside Dr., New York 24, N. Y.
Phone: ENdicott 2-4351

Stanley J. Wolf

PRODUCTIONS

COMPLETE RADIO AND TELEVISION PACKAGES

★ ★ ★

TRANSCRIPTIONS

RECORDING
FACILITIES
and STUDIOS

TELEVISION
and FILM
COMMERCIALS

In the Heart of Radio Center

WINS

NBC

WMCA

WJVA

CBS

WNEW

*Rockhill
Radio, Inc.*

18 East 50th
PLaza 9-7979

Program Producers

President Ann Barbini
Services Offered: Creating - producing - directing custom built package shows for radio and TV.

BARRY & ENRIGHT PRODUCTIONS, INC.

104 E. 40th St., New York 16, N. Y.
Phone: ORegon 9-3118

President Jack Barry
Vice-President Dan Enright
Production Supervisor Ann Lawton
Head Writer Myron Oppenheimer
Services Offered: Creation and production of radio and TV programs. Currently producing "Juvenile Jury (General Foods), "Life Begins at 80" (Arnold Bakers), "Joe DiMaggio Show" (Lionel Trains). Soon to be telecast: "The Faith Baldwin Hour," "Stars and Starters." "Junior Celebrities" (WOR).

BASCH RADIO & TELEVISION PRODUCTIONS

17 E. 45 St., New York 17, N. Y.
Phone: MURray Hill 2-8877

Sales Manager Charles J. Basch, Jr.
Services Offered: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; TV programs and commercial spots, live and film.

ZACH BAYM FILMS

13 E. 37 St., New York 16, N. Y.
Phone: MURray Hill 9-4175

Director Zach Baym
Services Offered: A series of 26 animated cartoon baseball shows, on film, called "Great Guys & Goats," with Ward Wilson, available to TV stations and sponsors. Audition film sent upon request.

IRENE BEASLEY RADIO PRODUCTION SERVICE

501 Madison Ave., New York 22, N. Y.
Phone: PL aza 3-8940

Owner Irene Beasley
Head of Sales Victor Sack
Manager Prizes Andrew Hirsch
Supervisor Display Mary H. Lincoln
Supervisor Mail Rita Burke
Services Offered: Program production; live radio and TV shows and spot campaigns.

BECK STUDIOS, INC.

Lyceum Theatre, Minneapolis 3, Minn.
Phone: LI 4708

Executive Director Joseph H. Beck
Technical Supervisor William E. Cage
Sales Promotion Mel Jass

Services Offered: TV package program service. Live productions and films, features and commercials. Full studio and camera facilities, staff of nine TV-experienced program directors and seven TV engineers. Prior TV rights to Lyceum Theater, Upper Midwest's leading legit playhouse.

V. S. BECKER PRODUCTIONS

562 Fifth Ave., New York 19, N. Y.
Phone: LUXemburg 2-1040

Owner Viola S. Becker
Services Offered: Production of package shows and spots for Radio, Television programs. 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 & TV Packages, Complete Literary Library to Supply both markets. Representing World Famous authors and their works. TV shows on film.

WALTER BIDDICK CO. (Radio Programs Div.)

Manager Guy Riddick
Asst. Mgr. Mildred Biddick
Traveling Rep. Burt Zoul
Services Offered: Preparing and recording commercial announcements for your own individual requirements. Packaged ½-min. transcribed announcements already prepared for various type businesses. Packaged quarter-hour transcribed radio programs. Transcribed sacred music libraries sold outright.

ALBERT BLACK TELEVISION PRODUCTS

1270 Sixth Ave., New York 20, N. Y.
Phone: COLUMbus 5-5885-6

Owner Albert Black
Services Offered: Live and film package shows for television.

FORD BOND RADIO PRODUCTIONS, INC.

810 RCA Bldg., W., New York 20, N. Y.
Phone: CIREle 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.

"LIVE LIKE A MILLIONAIRE" — RADIO

NBC - Mondays through Fridays at 2.30 p.m.

Sponsored by General Mills.

"LIVE LIKE A MILLIONAIRE" — TV

CBS-TV -- Alternate Fridays at 9:30 p.m.

Sponsored by General Mills.

"BRIDE AND GROOM" — TV

CBS-TV - Tuesdays and Thursdays at 3.15 p.m.

Sponsored by Hudson Pulp & Paper Company.

"YOUR PET PARADE" — TV

ABC-TV - Sundays at 4.30 p.m.

Sponsored by the Ralston Purina Co.

Produced by

MASTERSON, REDDY & NELSON

745 Fifth Avenue

New York, N. Y.

6331 Hollywood Boulevard

Hollywood, Calif.

Program Producers

THE BORIES ORGANIZATION

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

Phone: MURRAY Hill 8-4900

President Bob Bories
Services Offered: Radio and TV package producer.

RICHARD BRADLEY ASSOCIATES

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

Phone: WHITEhall 4-5543

President Richard Bradley
Secretary-Treasurer B. J. Tunick
Prog. Exec. & Dir. of Radio
Sales Richard Bradley
Office Manager Leo Rabens
Services Offered: General advertising services, specializing in radio advertising, TV accounts, etc.

BROADCASTING PROGRAM SERVICE

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.

BYRON PRODUCTIONS

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

Phone: Circle 6-2677

President Edward A. Byron
Services Offered: Package programs.

GARRY J. CARTER OF CANADA LTD.

59 Avenue Rd., Toronto, Canada

Phone: PR. 3505

President Garry J. Carter
Asst. to the President Bob Howe
Production Manager Eva Rogers
Time Buyer Isabel Philip
Copy Chief Stanton Edwards
Public Relations D. Peters
Services Offered: General advertising in all media, creative and art.

THE BRUCE CHAPMAN CO.

55 W. 42nd St., New York 18, N. Y.

Phone: WISconsin 7-9244

President Bruce Chapman
Vice-Pres.-Treasurer Edna Chapman
Sales Manager Quentin Gulliver
Program Manager Dan Morley
Editor Charles Forrester
Production Manager Allin Robinson
Paris: Manager Fletcher Coates
Paris: Associate Manager Mary Hutcheson
Paris: Program Director Alan Oak

CHESHIRE & ASSOCIATES

6533 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLLYwood 9-4580

General Manager Bob Reichenbach
Productions Director Harry V. Cheshire
Services Offered: Transcribed program and spot announcement producers and distributors.

CINEEFFECTS, INC.

(For complete listing see TV Film Producers)

LESLIE CLUCAS

6331 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLLYwood 5111

Owner Leslie Clucas
Services Offered: Production of live packaged musical and dramatic shows, which include writing, production, musicians, conductor and arrangements, actors, announcer, and all other talent.

COMMODORE PRODUCTIONS & ARTISTS, INC.

1350 N. Highland Ave., Hollywood 28, Calif.

Phone: HOLLYwood 9-8229

Pres. & Prod. Mgr. Walter White, Jr.
Vice-Pres. Secy. & Treas. Shirley Thomas
Asst. to Pres. E. R. Woodworth
Traffic Mgr. Eleanor Payne
Services Offered: Create, write & produce "live" and transcribed radio programs ... also TV programs.

COMMONWEALTH FILM & TELEVISION, INC.

(For complete listing see TV Film Producers)

JACK L. COOPER RADIO ADVERTISING SERVICE

1331 W. 111th Place, Chicago 43, Ill.

Phone: BEVerly 8-2056

Manager Jack L. Cooper
Office Mgr. & Asst. Dir. Bob Roberts
Sales Manager Sonny Porter
Continuity Supervisor. Emanuel Mauldin, Jr.
Religious Pgms. Dir. I. Leon Roberts
Announcer Larry Wynn
Services Offered: Recorded programs: popular, religious, organ: Live talent: religious, drama, etc.

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-Productions-Network Programs (Package); Production-Transcription Programs; Program Consultants.

Program Producers

**DAMON RECORDING STUDIOS,
INC.**

1221 Baltimore Ave., Kansas City 6, Mo.
Phone: Victor 2585

President & Treasurer.....Vic Damon
Vice-PresidentAliee Damon
Secretary.....Harry A. Morris
EngineerRoger Webb

Services Offered: All types of radio transcribing and phonograph recording. Exceptional production talent and sound effect facilities for radio shows and spots. Synchronous sound track for TV.

FREDERIC DAMRAU, M. D.

247 Park Ave., New York 17, N. Y.
Phone: PLaza 5-3638

Director.....Frederic Damrau, M. D.
AFRA Associate.....Adeline Maneery
Business Manager.....Mary L. Davis

Services Offered: Educational and dramatized programs relating to health, for both radio and TV.

MAC DAVIS FEATURES

1 Montgomery Place, Brooklyn (15), N. Y.
Phone: Nevins 8-4374

DirectorMac Davis

Services Offered: Sport programs for radio and television. Unusual sport shows created, written and produced for television and radio presentation. Also special scripts and ideas furnished for all types of sport programs for local, regional or network presentation.

GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-3595

Producer, Writer, Composer.Gordon M. Day
Producer-DirectorCarol Bulkley

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.

**ROY DE GROOT CONSULTANTS,
INC.**

551 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 7-9135

President.....Roy de Groot
Vice-PresidentKatherine Hynes

Chief, TV Dept.....L. B. Pitkin
Chief, Music Dept.....I. Rabinowitz
Chief, Art Dept.....Ed Winslow

Services Offered: Consultants in Public Relations through radio, TV and motion

TWO OF OUR TOPS!

A 6 YEAR OLD
Sponsored by BRISTOL MYERS

BREAK THE BANK

Radio's and Television's Leading Quiz Show

RADIO

½ Hour Daily, 5 Days a Week
11 A.M., WNBC and NBC
Coast-to-Coast Network

BUD COLLYER

MC
with WIN ELLIOTT

TELEVISION

Wednesday WNBZ, 10 to 10:30 P.M.
and NBC Cross Country Network with

BERT PARKS

MC

A 7 YEAR OLD

Sponsored by

MILES LABORATORIES

HILLTOP HOUSE

Radio's Outstanding Serial

About the Little Orphanage

in Glendale and Its Head

Matron Julie (Jan Miner)

Directed by JACK RUBIN

WCBS, 3 P.M., and Entire CBS Network

WOLF ASSOCIATES, Inc.

Radio and Television Productions
420 MADISON AVENUE, NEW YORK

Program Producers

pictures. Planning and development of new programs. Complete motion picture service for 35 m/m, 16 m/m, theater or TV.

THE DEMBY COMPANY

34 E. 51 St., New York 22, N. Y.
Phone: PLaza 9-2495

President Emanuel Demby
V.P. & Gen. Mgr. Myron Broun
Program Supervisor.... Alexander Marshaek
Script Editor..... Allen Swift
Women & Fashions Editor.. Mildred Demby
Services Offered: Produce live and film TV shows and commercials as well as radio. Public Relations films. Representation in Asia and Latin America. Exploitation and public relations for programs.

JERRY DEVINE PRODUCTIONS

6331 Hollywood Blvd., Hollywood d28, Calif.
Phone: HU 2-1228

Owner Jerry Devine
Casting Director..... Peg Pillion
Services Offered: Packaged radio programs.

ALFRED DIXON PRODUCTIONS

424 Madison Ave., New York 17, N. Y.
Phone: PLaza 8-1246

President..... Alfred Dixon

Services Offered: Radio, stage, film, TV productions.

DOMINION BROADCASTING CO.

4 Albert St., Toronto, Ont., Canada
Phone: Adelaide 3383

General Manager Hal B. Williams
Services Offered: Program Productions, Air and Line checks, script-writing, ideas, talent on live and transcribed programs, spot announcements, custom and syndicated recordings, complete recording and transcription plant.

WALTER P. DOWN LIMITED

624 Dominion Sq. Bldg., Montreal, Que.
Phone: Ma. 6368

President Walter P. Downs
Secretary..... Ann E. Bay
Services Offered: Recording studio available to advertising agencies.

HARRY S. DUBE

10 Rockefeller Plaza, New York 20, N. Y.
Phone: COLUMbus 5-7035

Owner..... Harry S. Dube
Manager J. Knight
Services Offered: Live Talent, package shows and transcriptions.

THE SOUVAINÉ COMPANY



Leading producers and distributors
of
Television and Radio Productions



30 Rockefeller Plaza
Circle 7-5666

Program Producers

DYNAMIC FILMS INC.

112 W. 89th St., New York 24, N. Y.

Phone: TRafalgar 3-6221

President Henry Morley
 Treasurer Nathan Zucker
Services Offered: Film producer—open end films and commercials made specifically for TV; amusement and dramatic shorts; educational and industrial shorts; marionette shorts; spot news and special event coverage; video transcriptions; complete sound recording and sound stage facilities; film consultants.

W. M. ELLSWORTH

75 E. Wacker Drive, Chicago 1, Ill.

Phone: CEntal 6-0942

Owner.....W. M. Ellsworth
Services Offered: Talent, programs, production.

EMPIRE BROADCASTING CORP.

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

President-Treasurer.....Helen D. Kellcher
 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.

JERRY FAIRBANKS, INC.

6052 Sunset Blvd., Hollywood 28, Calif.

Phone: Hudson 2-2110 1

Pres. & Exec. Prod.....Jerry Fairbanks
 Ch., Board of Dir.....Frank E. Mullen
 V.P. in Ch. of Sales, Exec. Asst.

to PresidentWilliam Gernant
 V.P. in Ch. of Eastn., Prod. Robert Lawrence
 Midwestern Sales Dir.....B. N. Darling
 Pacific Coast Sales Dir.....Nat Winecoff
 Production ManagerHerbert Moulton
 Multicam SupervisorArnold Wester
 Dir., Scenario Dept.....Lou Lilly
 Dir., Music Dept.....Edward Paul
 Dir., Publicity Dept.....Reavis Winckler
 Dir., Casting Dept.....Ken Dyson

Services Offered—Producers and distributors of film made especially for TV. Producers of commercial and theatrical motion pictures. Producers of video film spots; package programs for networks, agencies and for stations for local sponsors.

FENTON PRODUCTIONS, INC.

40 E. 49th St., New York 17, N. Y.

Phone: PLaza 9-8266

OVER 16,000

LOCAL, REGIONAL & NATIONAL SPONSORS IN 20 YEARS!

... THAT SPELLS KNOW-HOW IN RADIO-TV PRODUCTIONS.

SPONSORS INCLUDE:

Bayer Aspirin	Dolcin	Wildroot
Phillips Milk of Magnesia	Swift & Co.	Seven-Up
American Home Products	Boyle Midway	Sealtest
Cannon Mills	General Foods	Personal Products Co.
Nehi Beverages	Pepsi Cola	C. A. Swanson & Sons
Dr. Caldwell's Laxative	Templeton Drug	Robert Hall
M&M Candy	H. J. Heinz	Lever Brothers

A program or spot for every sponsor.

Harry S. Goodman

19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY

Program Producers

Owner Mildred Fenton
Director Henry Fownes
Writers' Repr. Blanche Gaines
Show Sales and Talent Repr. Mildred Fenton
Services Offered: Radio and Television
Package Producer. Also functions as radio
and television counsel for advertising agen-
cies.

FILM ASSOCIATES, INC.

440 E. Schantz Ave., Dayton 9, O.
Phone: WALnut 2164

President-Treasurer.... E. Raymond Arn, Jr.
Vice-President..... Mildred G. Arn
Secretary..... Clement V. Jacobs
Chief Engineer..... Robert Duke
Editorial Director..... Del Gay
Office Manager..... Carolyn S. Baumhardt
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: PEEnna 6-9557-9558, Bry 9-7122

Owner Maggy Fisher
Assistant Catherine Sundmark
Services Offered: Packaging, writing, di-
recting TV and radio shows.

EDWARD H. FORD

156 W. 44th 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

WALT FRAMER ASSOCIATES

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

Phone: PLaza 5-2000

Services Offered: Specializing audience
participation and quiz shows. Packages, pro-
duction, question research, contestant screen-
ing.

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 Babb
Camermau Arthur Flormau
Camera Assistant William Horgan
Sound Technicians..... Russell Harknett,
Bill deDufour
Editorial..... Raymond Hall, Joseph Taylor
Location Manager..... Chan Buck

Commodore Productions *and Artists, Inc.*

1350 N. Highland Av., Hollywood, Calif.

WALTER WHITE, JR., President

SHIRLEY THOMAS, Vice-Pres.

HOPALONG CASSIDY

for General Foods, t.c.

CLYDE BEATTY SHOW

for Kellogg Co., t.c.

TARZAN

Dr. Ross Dog & Cat Food

Available transcribed:

DOWN OUR WAY, half-hour

STROLLIN' TOM, quarter-hour

Program Producers

Secretary Barbara George
 Bookkeeper Susie Lampman
Services Offered: Network, live, transcribed and syndicated programs.

GAINSBOROUGH ASSOCIATES

1440 Broadway, New York 18, N. Y.
 Phone: CH 4-0626-0627

Managing Director Nathan M. Rudich
 Radio Director Shirley Graf
 Publicity Dir. Eli Lloyd Hoffman
 Talent Superv. Arlene Shelley Gaines
 Prod. Manager Jay Barrett
 Television Mgr. Nathan M. Rudich
Services Offered: Production of radio and TV package shows; production and distribution of 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.

GALE, INC.

48 W. 48 St., New York 19, N. Y.
 Phone: PLaza 7-7100

President Moe Gale
Services Offered: Talent.

**HAROLD R. GINGRICH,
 PRODUCTIONS**

333 N. Michigan Ave., Chicago 1, Ill.
 Phone: FRanklin 2-1022

Director Harold R. Gingrich
 Musical Director Jack Wonnell
 Research Director Jessica Petrie
 Program Producer... Jameson E. Brinkmeyer
 Talent Supervisor... Lawrence Gutter
Services Offered: Live shows, telephone quiz and audience participation, for Radio and Television. 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
 P.-P. & Secretary..... A. Edward Masters
 General Manager..... Hugh Brooks
 Executive Assistant Eleanor Block

**What's the Gag?
 TV**

Kathi Norris

**Curly Kayoe
 TV and Radio**

Carl Caruso

**Sheldon Stark
 (Straight Arrow)**

**Morrow on Mars
 Radio**

**If I Were You
 Radio**

**Larry Menkin
 Charles Speer
 (Hands of Mystery—
 Rocky King, Detective)**

WILBUR STARK

510 MADISON AVENUE, NEW YORK, N. Y.

PL 3-1742

Programs and Personalities for Radio and Television

Program Producers

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.

JOHN E. GIBBS & CO., INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone: COlumbus 5-7504

PresidentJohn Gibbs
AssistantFrancis Head
Services Offered: Radio and TV production. Talent representation.

GRACE GIBSON RADIO PRODUCTIONS

6533 Hollywood Blvd., Hollywood 28, Calif.
Phone: GRanite 5543

General Manager.....Bob Reichenbach
Executive ProducerGrace Gibson
Services Offered: Production and distribution of transcribed dramatic programs, especially tales of mystery, adventure, romance and authentic documentary series, such as "Drama of Medicine."

HARRY S. GOODMAN PRODUCTIONS

19 E. 53rd 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
SecretaryH. 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-PresidentLewis G. Green
Services Offered: Production, transcription, TV shows.

LAURENCE HAMMOND PRODUCTIONS, INC.

45 E. 51st St., New York 22, N. Y.
Phone: PLaza 9-2210

PresidentLaurence Hammond
Vice-Pres.....Merikay Howard
Vice-Pres. & Ex. Prod....Christopher Story
Musical Consultant.....Lloyd Shaffer
AccountantLou Goldenberg
Public Relations Counsel.Millard C. Faught
Services Offered: Packaging radio and TV programs, live, transcribed and filmed.

WILLIAM GERNANNT

. . . **Program Producers** . . .

**SUE HASTINGS MARIONETTES,
INC.**

112 W. 89th St., New York 24, N. Y.
Phone: EN-2-2602

PresidentLinnea Roberts
Program Director.....Donald B. Somers
Art Director.....Adelaide Davis
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

PresidentGeorge H. Heid
Recording EngineerB. Oliver Young
Musical DirectorMax 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

73-37 Austin St., Forest Hills, N. Y.
Phone: BOulevard 3-0136

Writer-ProducerArthur Henley
Executive SecretaryJanet Radskin
Services Offered: Creators of radio and TV programs, also distinctive commercials. Original ideas and writing quality stressed. Additional services: program consultation and supervision.

**WILLIAM F. HOLLAND
PRODUCTIONS**

"Holland House," Auburn Ave. & Taft Rd.,
Cincinnati 19, O.

Phone: University 8080

PresidentWilliam F. Holland
Services Offered: Custom built spots and programs for TV & radio. Transcription recording studios and film production facilities.

**HOWARD RADIO-TV
PRODUCTIONS**

123 W. Chestnut St., Chicago 10, Ill.
Phone: Michigan 2-0128

OwnerBernard Howard
Services Offered: All creative phases of Radio-TV—ideas, writing, production—including commercials; Consultant for agencies without their own Radio-TV departments; package producer; free-lance writing and production.

American Beauties

The Best Plays with John Chapman

Chamber Music Society of Lower Basin Street

Duke Ellington Show

Meet My Husband

Lilli Palmer TV Show

Helen Parkhurst

The Jane Pickens Party

Report from the Future

Quentin Reynolds' "Night Edition"

The Jimmy Savo Show

Luigi Pirandello Estate

Damon Runyon Estate

Stefan Zweig Estate

Gale

AGENCY
INC.

48 West 48th Street • New York 19, N. Y. • PLaza 7-7100

Program Producers

HUBBELL TELEVISION, INC.

315 E. 56th St., New York 22, N. Y.

Phone: PLaza 8-2675

PresidentRichard W. Hubbell

TreasurerThomas H. Josten

Board ChairmanEdwin M. Martin

Services Offered: Production and distribution of TV films, produced abroad and in the U. S. A. Company plans no activity until FCC ends freeze on TV.

HUDES & LIND

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

Phone: PLaza 7-8321

ProducerTed Hudes

Asst. ProducerBert Lind

Services Offered: Producers of transcribed and live public service radio and television programs.

LUCILLE HUDIBURG PRODUCTIONS

131 E. 51st St., New York 22, N. Y.

Phone: ELdorado 5-3508

ProducerLucille Hudiburg

Co-Producer-Director ...Thomas Hutchinson

Art Director.....George Keegan

Writers.....Gene Stinson, Hal Richardson

AssociateFred Bethel

Business ManagerWalter Keane

Services Offered: Radio and TV produc-

tions for agencies, national and local advertisers and radio stations. Produced clients specifications, package shows, spots, commercials. Representative—Wallahy 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 Lamar

National Reps.....Forjoe & Co., Inc.

Services Offered: Specialists in Spanish language advertising. Production of Spanish language programs. Representatives of radio station XEGM (located in Tijuana, Lower California) and XECL (Mexicali).

**INTERNATIONAL 16mm
CORP.**

165 W. 46th St., New York 19, N. Y.

Phone: PLaza 7-2265

President-Treasurer....Patrick E. Shanahan

SecretaryGeorge Blake

Board of Directors:....Patrick E. Shanahan,

George Blake, Fabian R. Normandin

Services Offered: Producers and distributors of motion pictures; prints in both

Greetings from

*

BARRY & ENRIGHT

PRODUCTIONS, INC.

* Jack, not Bud.

Juvenile Jury

Stars & Starters

Joe DiMaggio Show

Life Begins At 80

Junior Celebrities

Faith Baldwin Show

Program Producers

16mm. and 35mm. subjects. Classical music with Symphonic Orchestras.

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 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

1457 Farndale Ave., No. Hollywood, Calif.
Phone: SUNset 11331

President Robert Joseph
Program Director Ken Charles
Film Division Walter Klinger
Pub. & Pro. John Strauss-Chip Cleary
Production Assistant Helene Lane

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.

KAGRAN CORP.

1 W. 58th St., New York 19, N. Y.
Phone: MU. 8-0585

Gen. Mgr., Prod. Martin Stone
Pub., Prom. Mgr. Lela Hadley
Asst. to Prod. Harriet Hal-hand
Mdsr. Directors... Inez Pierson, Allan Stone
Writer Eddie Kean

Services Offered: Merchandising and TV package producers of "Howdy Doody," "Author Meets The Critics" and "Gabby Hayes Show."

KASPER-GORDON INC.

110 Boylston St., Boston 16, Mass.
Phone: DEYvonshire 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.

HOLLYWOOD SCREEN TEST
ELOISE SALUTES THE STARS
PENTHOUSE PARTY
SUCCESS STORY

LESTER LEWIS ASSOCIATES

1 CHRISTOPHER STREET, NEW YORK 14

WAtkins 4-8582

Radio-Television Productions
Personal Representation

Program Producers

ROGER KAY ENTERPRISES, INC.

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

Phone: MU 8-2164

Executive Producer.....Roger Kay
Agency Contact.....Nan Marquand
Legal Counsel.....Miller & Miller
Services Offered: Creators, producers, packagers of television and radio programs, live, transcribed, and film. Consultants on programming, TV Show Doctoring. Commercials.

SONNY KENDIS, INC.

1776 Broadway, New York 19, N. Y.

Phone: PLaza 7-2070-1

Pres., Exec. Prod.....James Sonny Kendis
Services Offered: Lived & filmed radio-TV programs. Complete program packaging service—ideas, scripts, production, talent, sales. Personal management of top talent—artists and writers.

JACK KURTZE AGENCY

214 North Canon Drive, Beverly Hills, Calif.

Phone: CRestview 45403

President.....Jack M. Kurtze
Vice-President.....Lulu Mae Kurtze
Executive Producer.....Eddie Chevie
Asst. Executive Producer.....Walter Jackson

Services Offered: Specialized services to advertisers and advertising agencies, production, direction and casting facilities for TV and Radio.

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. 49th 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.

V.I.P. SERVICE, INC.

35 West 53rd St. New York, N. Y.

PLaza 7-0130

"CINDERELLA WEEKEND" . . .

. . . number one local quiz show on radio and television . . .

"CINDERELLA WEEKEND" is a complete package for a Monday thru Friday quarter or half-hour audience participation strip on your station.

V.I.P. writes the scripts, ships you the prizes and sets-up the production. You have a live, locally presented show offering as a grand prize every week a complete all-expense-paid weekend in New York.

The weekend (for two) includes hotel reservations, nightclub, theater, tours of the city, breakfast in bed, hairstyling, dancing lesson, and luncheons and dinners at New York's top restaurants.

Available for single sponsorship or participation . . . now playing on:

WTIC	Hartford
WHAM	Rochester
WCAU	Philadelphia
WINR	Binghamton
WWJ	Detroit
WBZ	Boston
WILM	Wilmington
KDKA	Pittsburgh
WJPS	Evansville
WHAM-TV	Rochester
WWJ-TV	Detroit
WCAU-TV	Philadelphia

Program Producers

LANG-WORTH FEATURE PROGRAMS, INC.

Steinway Hall, 113 W. 57th St., New York 19, N. Y.
 Judson 6-5700

President.....C. O. Langlois
 Secretary.....John D. Langlois
 Treasurer.....C. O. Langlois, Jr.
 Vice-Presidents...W. O'Keefe, Pierre Weis
 Stations Relations.....Walter B. Davison
 West Coast Mgr.....William E. Young

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

621 So. Michigan Ave., Chicago 5, Ill.
 Phone: Webster 9-2302

Owner.....Herbert S. Laufman
 Time Buyer.....Hazel Roberts
 Exec. Prod.....Jules Pewowar

Services Offered: Packages and producers of TV programs and commercials.

LAWRENCE PRODUCTIONS

760 Thayer Ave., Hollywood 28, Calif.
 Phone: Arizona 9-3265

Owner.....Bee Eaton Lawrence
 Production Manager..Richard Hill Wilkinson

Services Offered: Own and sell transcribed radio series "Mystery Is My Hobby" half-hour show.

JERRY LAYTON ASSOCIATES, INC.

551 Fifth Ave., New York 17, N. Y.
 Phone: Murray Hill 7-6320

President.....Jerry Layton

Services Offered: Production and packaging shows for television and radio; management of personalities, performers and writers for radio and television.

LESTER LEWIS ASSOCIATES

1 Christopher St., New York 11, N. Y.
 Phone: WAtkins 4-8582

Manager.....Lester Lewis

Services Offered: TV package shows, script, talent.

It's Elementary....WATSON

more than ADEQUATE AMPEX HIGH FIDELITY RECORDING EQUIPMENT
 The Audio Video Battery of 16 Ampex's, the largest commercial installation anywhere, plus abundant Disc Equipment, Wide Range Amplifiers, Equalizers, etc., make Audio Video the most flexible and complete recording studio available.

A TOP FLIGHT ENGINEERING STAFF
 Each Audio-Video engineer is an outstanding technician in his field, all with a wealth of tape, network, recording and editing "know-how".

HIGH QUALITY RECORDINGS and PUNCTUAL SERVICE!
 Next time you're in a hurry use AUDIO-VIDEO SERVICE. You'll like it.

Call or Write for Special Rate Card

AUDIO-VIDEO RECORDING COMPANY, Inc.
 1650 Broadway, New York 19, N. Y. • Plaza 7-0780



Program Producers

BOB LOEWI PRODUCTIONS, INC.

255A E. 49th St., New York 17, N. Y.
 Phones: MU 8-2600, PL 5-0958

PresidentBob Loewi
 AssistantBarnaby Smith
Services Offered: Create, produce, direct and sell, live and film, TV package shows. Consultant as TV programming doctor.

PHILLIPS H. LORD, INC.

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

President.....Phillips H. Lord
 Vice-President.....John O. Ives
 Manager.....Dorothy E. Levy
 Program Supervisor.....Leonard L. Bass
Services Offered: Package shows.

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 Quan
 Production Manager.....Paul Quan
 Chief Engineer.....A. Q. Felthousen
 Eastern Sales Mgr.....Nat V. Donato
Services Offered: Transcription library productions: music library service, dramatic and

musical programs; recording studios. Complete packaging including recording electroplating of masters and production on vinylite pressings.

MANNON SOUND STAGES

(For complete listing see TV Film Producers)

MARSHALL—HESTER PRODUCTIONS

521 Fifth Ave., New York 17, N. Y.
 Phone: MUrray Hill 7-2722-3-4

Partner.....A. W. Marshall
 PartnerHarriet Hester
 Director of Production.....Martin Magner
 Legal Representative.....Gerald Dickler
Services Offered: Producing and Packaging Live and Transcribed Radio and TV Programs. Directorial and Supervising Service. Complete Radio and TV Public Relation services for Social, Professional and Trade Organizations.

MASTERTON, REDDY & NELSON

6331 Hollywood Blvd., Hollywood 28, Calif.
 Phone: Hillside 8235

PartnerJohn Reddy
 745 Fifth Ave., New York 22, N. Y.
 Phone: PLaza 9-1120



Roger Kay

producer-director

creator of distinctive television packages

ROGER KAY ENTERPRISES, INC.

666 FIFTH AVE., NEW YORK 19, N. Y.

MU. 8-2164

BYRON PRODUCTIONS COMPANY

PRESIDENT

EDWARD A. BYRON

Program Producers

Manager Donald Hirsch
Services Offered: Packaging and production of radio and TV programs.

ALEXANDER McQUEEN & ASSOCIATES

5222 N. Lakewood Ave., Chicago 40, Ill.
 Phone: RAvenwood 8-9010

Owner Alexander McQueen
Services Offered: "Nothing But The Truth" feature (Reg. U. S. Pat. Office), in person, transcribed, or TV. Research for human-interest stories on sponsor's product.

METRO-GOLDWYN-MAYER RADIO ATTRACTIONS

711 Fifth Ave., New York 22, N. Y.
 Phone: MUrray Hill 8-1000

Director Bertram Lehbar, Jr.
 Director of Production Raymond Katz
 Dir. Dist. & Record Frank Roehrenbeck
 West Coast Director L. K. Sidney
 West Coast Administrator Les Petersen
 West Coast Coord. & aide to
 Direc. of Production Marcella Napp
 Director of Publicity Jo Ramson
 Asst. to Dir. of Prod. Edgar Small
Services Offered: Metro-Goldwyn-Mayer

Radio Attractions offers the following syndicated programs: "MGM Theater of the Air," "The Story of Dr. Kildare," "The Hardy Family," "The Adventures of Maisie," "At Home With Lionel Barrymore," "Hollywood, U. S. A.," "Good News from Hollywood," "Crime Does Not Pay," "The Gracie Fields Show" and "John Nesbit's Passing Parade."

CHARLES MICHELSON, INC.

23 W. 17th St., New York 10, N. Y.
 Phone: PLaza 7-0695-6

President Charles Michelson
Services Offered: Porto-Playback Machines and Cennett & Speedy-Q Sound 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
Services Offered: Production of transcribed and live package programs. Directorial and supervising service.

**Television and
 Radio Productions**

**JERRY
 LAYTON
 ASSOCIATES, Inc.**

551 FIFTH AVENUE
 NEW YORK 17, N. Y.
 MURRAY HILL 7-6320

KnowHow! 9TimesOver

- 9 *SAY IT WITH ACTING
 (Network—Brown Shoe Co.)
- 9 *BOB HOWARD SHOW
 (Local—Philip Morris)
- 9 *WOMEN TALK IT OVER
 (Local—Tarino Food Products)
- 9 ANSWER YES OR NO
 (Network—Emerson)
- 9 HOLD THAT CAMERA
 (National—Esquire)
- 9 ARTHUR MURRAY PARTY TIME
 (National—Arthur Murray Studios)
- 9 FLAME CLUB
 (Network—Sustaining)
- 9 KIDS A.C.
 (Local—Sustaining)
- 9 THE THREE FLAMES
 (Local—Sustaining)

TELEFEATURE PRODUCTIONS

30 ROCKEFELLER PL. Judson 2-3026
 (Formerly—West Hooker Productions)
 * Current
 Wayne Wirth, Pres.

• • • **Program Producers** • • •

MOLE, DAVIS, INC.

105 W. 55th St., New York 19, N. Y.
Phone: Circle 6-0006

PresidentJohn Mole
Exec. V.P. & Secy.....Blanche Stuart Lee
Office Mgr.....Michaela M. Mole

Services Offered: Production of packaged shows for Radio and TV. "Josephine McCarthy Cooking Show."

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

PresidentMorton Jacobson
SecretaryCecelia Jacobson

Services Offered: Open-end and custom-built transcriptions, live packages, and custom-built TV shows. Producers of "Why Do We Do It."

HERBERT M. MOSS PRODUCTIONS

2 W. 46th St., New York, N. Y.

Producer.....Herbert M. Moss
Sec.-Treas.Rose Gray
Services Offered: Live and transcribed shows for Radio and TV.

MOTION PICTURE PRODUCTIONS, INC.

Rockefeller Bldg., Cleveland 13, Ohio
Phone: PRespect 1-4900

President.....Donald C. Jones
Vice-President.....Claude N. Rakestraw
Secretary.....Marjorie M. Watson

Services Offered: Producers of motion pictures, television, and slidefilms on industrial relations, sales promotion, sales and technical training, in black and white or color with RCA sound in own studios and laboratories.

MUSIC CORPORATION OF AMERICA

(MCA Artists, Ltd.)

598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500

Branch Offices

17-18 Dover St., London, England
430 N. Michigan Ave., Chicago, Ill.

HUDES and LIND

RADIO and TELEVISION
PRODUCTIONS



"Affairs of Dame Rumor"

"Mind Your P's and Q's"

"Inside Music"



550 Fifth Ave. • N. Y. 19, N. Y.
PLaza 7-8321



654 MADISON AVE. TEMPLETON 8-7025
NEW YORK 21, N. Y.

. . . **Program Producers** . . .

9370 Santa Monica Blvd., Beverly Hills, Calif.
 106 105 Montgomery St., San Francisco, Calif.
 1172 Union Commerce Bldg., Cleveland, O.
 2102 N. Akard St., Dallas, Tex.
 1612 Book Tower, Detroit, Mich.
 9 Newbury St., Boston, Mass.
 Northwestern Bank Bldg., Minneapolis, Minn.
Services Offered: Program production.

MUZAK CORPORATION

(For detailed listing see Associated Program Service, Div. of Muzak Corp. under Transcription Companies.)

MUSICOMMERCIALS BY NOVAK

344 W. 72 St., New York 23, N. Y.
 Phone: TR 4-1999

Owner.....Frank J. Novak, Jr.
 Manager.....Dick Mooney
 Copy Dept. Mgr.....Lew Reid
 TV Producer.....John Gunn
 Radio-TV Continuity.....Betty Marshall

**THE NATIONAL RESEARCH
 BUREAU, INC.**

115 Dearborn St., Chicago 10, Ill.
 Phone: SUperior 7-5080

Exec. Vice-Pres.....Frank P. Kendall
 Editorial Dir....(Mrs.) Genevieve B. Smith

Services Offered: Copy and programming services for radio stations, "Tempera-tunes", transcribed jingles, "Memorial Hour", transcribed monument show; History of Sports, news items from the world of sports.

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. 46th St., New York 19, N. Y.
 Phone: LUxemburg 2-5130

Cable Address: ARREFFAY Newyork

Producer-Dir.....

Executive-Dir.....Oliver W. Nicoll
 Associate Director.....Sandra Munsell

Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records and albums; Television -- Program production and consultation, package live and film shows, scripts, talent. Members of NSTP—National Society of Television Producers.

TV PACKAGING

- ★ "Howdy Doody"
 (NBC-TV)
 tops in TV kid shows
- ★ "Gabby Hayes"
 (NBC-TV)
 tops in children's programming
- ★ "Author Meets the Critic" (ABC-AM)
 tops in discussion shows

Other topnotch properties available.

KAGRAN CORP.
 4 West 58th St., N. Y.
 MU. 8-0585

(formerly Martin Stone Associates)

CREATIVE PROGRAMMING

of

TV PRODUCTIONS

(live and film)

also

PERSONAL MANAGEMENT

- performers
- writers
- directors

SONNY KENDIS, INC.

1776 BROADWAY
 NEW YORK 19, N. Y.
 PLazo 7-2070, 2071

Program Producers

LILIAN OKUN, INC.

2 W. 67th St., New York 23, N. Y.

Phone: TRafalgar 7-8916

President-ManagerLilian Okum

Services Offered: Specialize in women's and children's programs, TV programs; complete programs prepared.

PAN AMERICAN BROADCASTING CO.

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

Phone: MUrray Hill 2-0810

Program Director.....Leo Shore

Services Offered: Scripting, producing and recording programs in over 50 foreign languages for use in United States and in foreign countries.

NORMAN & IRVING PINCUS

101 W. 55 St., New York, N. Y.

Phone: CIrcle 6-0138

Partnership.....Norman & Irving Pincus

Script Editor.....Eugene Burr

Director.....Donald Richardson

Services Offered: Program producers.

PRESS ASSOCIATION, INC.

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

Phone: PLaza 7-1111

President.....Kent Cooper

Vice-President.....Oliver Gramling

Services Offered: "Personality Time," 15-minute transcription dramatizing 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.

20828 Pacific Coast Hwy., Malibu, Calif.

Phone: Malibu 7871

President.....George Logan Price

Sales Manager.....S. M. Lauch

Copy and Production.....George Price, Jr.

Services Offered: Production of packed programs geared to sell to and for outstanding accounts on the basis of 30 years' national advertising agency experience in New York, Cincinnati, Los Angeles. Complete copy service.

RCA VICTOR CUSTOM RECORD SALES DIVISION

(See Transcription Companies.)

RADIO FEATURES OF AMERICA

37 W. 46th St., New York 19, N. Y.

Phone: LUxemburg 2-5130

Cable Address: ARREFFAY, Newyork



PRODUCER - DIRECTOR

BOB LOEWI

TELEVISION CONSULTANT

PLaza 5-0958



**521 FIFTH AVENUE
NEW YORK 17, N. Y.**



MURRAY HILL 7-2722-3-4

Program Producers

Executive Director.....Oliver W. Nicoll
 Associate Director.....Sandra Munsell
 London Representative
 Towers of London, Ltd., 84 Hallam St.,
 London W. 1, England
 Phone: LAngham 6248, 5050
 (Harry Alan Towers)

Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records, international radio service. Television—Program production and consultation, package live and film shows, script, talent. Members of NSTP (Natl. Society Television Producers).

RAO VIDEO

366 Madison Ave., New York 19, N. Y.
 Phone: Va. 6-3417

Exec. Dir. Producer....Robert A. Ornbach
Services Offered: TV package shows and custom built productions—live and film. Spot commercials and jingles, film or animation. TV consultants and specialists in low budget programming for all types of accounts.

REEMACK ENTERPRISES, INC.

527 Fifth Ave., New York 17, N. Y.
 Phone: MUrray Hill 7-7979

PresidentLou Goldberg
 Vice-PresidentWanda Ellis
 SecretaryLloyd Marx
Services Offered: Producers of "The Original Amateur Hour."

REYNOLDS PRODUCTIONS

321 S. Beverly Dr., Beverly Hills, Calif.
 Phone: CRestview 16155

PresidentStuart Reynolds

Services Offered: Specializing in the production and sale of television and radio programs; also in the filming of television programs and TV commercials. Now offering "Mike Stokely's PANTOMIME QUIZ" especially filmed for TV on a market-by-market basis.

BOB L. ROBERTS PRODUCTIONS

806 7th Ave., New York 19, N. Y.
 Phone: JUdson 6-0266

President.....Bob L. Roberts

Services Offered: A—Radio and TV live and film package productions. B—Theatrical management. C—Specialized publicity and promotion. D—Exclusive representative for Taxi Cab Advertising in New York City. E—Now featuring Your Night Out show Station WMCA by Yellow Taxi.

ARTHUR H. MILLER

PUBLICITY

and

PUBLIC RELATIONS

The Jack Berch Show — NBC
 People's Platform — CBS-TV
 John Conte's Little Show — NBC-TV
 Prudential Family Playhouse — CBS-TV
 Station WTAG
 Telecomics, Inc.

39 East 49th Street
 New York 17, New York EL. 5-6092

**QUALITY
 T.V. PROGRAMMING**

• **MR. I. MAGINATION**

"Best Children's Show" '50
 LOOK AWARD WINNER

• **ELLERY QUEEN**

"The mystery show of
 the year."
 T.V. GUIDE AWARD '50

• **NORMAN and IRVING PINCUS**

101 W. 55th St. N. Y. C.

Program Producers

ROBINSON RECORDING LABS.

35 S. 9th 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. 50th 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

PresidentJack Rourke
General Manager.....Fred Fnd, Jr.
Secretary-Treasurer.....Joan Lane Rourke

Services Offered: Live and transcribed radio and TV programs; spot announcement campaigns and jingles.

BARNARD L. SACKETT TELEVISION-RADIO PRODUCTIONS

126 W. 46th St. (Branch), New York, N. Y.
Phone: LUXemburg 2-1815

Bankers Securities Bldg., Philadelphia 7, Pa.
Phone: KINGSley 5-7055

Production Manager.....Barnard L. Sackett
Fashion Director.....Ann E. Pestor
Film Technician.....Richard Newmayer
Script Editor.....Toba Sackett
PublicityMorris Yuter
Sales Manager.....Jean Sargeant

Services Offered: Complete television service for video stations and advertisers, live and film productions, commercials, minute spots, animation, custom-built shows, television consultants, personal radio-television representation, concert management.

JAMES L. SAPHIER AGENCY, INC.

9538 Brighton Way, Beverly Hills, Calif.
Phone: CRestview 1-7231

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.

TV-Programs, Inc.



PACKAGED

TELEVISION SHOWS

READY-MADE

OR

TAILOR-MADE

TO FIT YOUR BUDGET

5618 EMPIRE STATE BUILDING
N. Y. 1. • CHICKERING 4-1374

BOB L. ROBERTS
RADIO AND TELEVISION PRODUCTIONS



A few of the stars who have appeared with Bob Roberts on WMCA

- Frankie Laine
- Jane Pickens
- Bill Farrell
- Gordon MacRae
- Thelma Carpenter
- Eileen Wilson
- George Shearing
- Linger Hampton
- Rose Murphy
- Gil Lamb
- Art Lund
- Jimmy Wakely
- Phil Brito
- Don Cornell
- Tony Bennett
- Benny Fields

Producer and M.C. of "YOUR NIGHT OUT"

Every Sat. Station WMCA, N. Y.
Sponsored by YELLOW TAXI SYSTEM INC.
Originator and promotion director of the nation's first official "Taxi Week" and the "Miss Taxicab Beauty Contest" on behalf of the Taxi Industry. Featured in New York on WMCA-AM, WPIX-TV, and Newsreels throughout the country.

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

KERMIT SCHAFER RADIO & TELEVISION PRODUCTIONS

1585 Broadway, New York 19, N. Y.
Phone: JU 6-1496-7

President Kermit Schafér
General Manager Harry Lee
Treasurer Michael Louis
Office Manager Patricia Cullen
Services Offered: Live and film television productions, transcribed radio series and kinescope television series, specialists in cooperative advertising also offers celebrity securing and prize procuring services.

SEABOARD STUDIOS, INC.

(For complete listing see TV Film Producers)

BERNARD L. SCHUBERT, INC.

509 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-0911

President Bernard L. Schubert
Services Offered: Talent, production radio and TV package management.

SCREENCRAFT PICTURES, INC.

341 W. 44th St., New York 18, N. Y.
Phone: Circle 6-8546

President J. S. Berkson
Vice-President B. H. Mills
Treasurer Edward Berkson
Services Offered: Distributors of 16 and 35 mm features and shorts.

SENTINEL PRODUCTIONS

(A Division of Sentinel Enterprises, Inc.)

5746 Sunset Blvd., Hollywood, 28, Calif.
(Nassour Studios)
Phone: HEMpsstead 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. Steamer
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
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.

175 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 5-5365

President Paul Heinecke
Secretary-Treasurer R. C. Heinecke
General Manager K. A. Jadassohn
Services Offered: Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

FLETCHER SMITH STUDIOS, INC.

321 E. 44th St., New York 19, N. Y.
Phone: MUrray Hill 5-6626

President Fletcher Smith
Vice-President Charles Schettler
Secretary-Treasurer Peter Caldera
Services Offered: Complete motion picture production; TV shows, spots, industrial films; large sound stage for live photography; animation staff.

THE SOUVAINE COMPANY

30 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 7-5666

General Partner Henry Souvaine
General Partner Howard L. Taylor
Services Offered: Producers of radio and TV productions.

RICHARD STARK & COMPANY

125 E. 72nd St., New York 21, N. Y.
Phone: REgent 7-9608

Partners Richard Stark, Jane Troxell
Financial Advisor Seymour Schneidman
Associates 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.

WILBUR STARK, INC.

510 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-1742

President Wilbur Stark
Executive Secretary Nancy Bowling
Services Offered: Personalities for radio and television. Radio-TV package-producers of shows, and producer. Also functions as Radio-TV consultant for ad agencies.

RICHARD STROUT PRODUCTIONS

Box 2261, Hollywood 2, Calif.
Phone: CapItol 0767

507 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-6924

President Richard Strout
Exec. Prod. Robinson Taylor, Jr.
Hollywood Prod. Mgr. James E. McKenzie

Program Producers

Sales Promotion.....George C. Meacham
TalentDoris 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: TEInpleton 8-7025

President.....Irvin Paul Sulds
Associate Producer.....Alice Pentlarge
Services Offered: Production of live and filmed TV programs.

TV PROGRAMS, INC.

350 Fifth Ave., New York 1, N. Y.
Phone: CHickering 4-1374

President.....Edward Roberts, Jr.
Treasurer.....William Mills, 3rd
Sales Manager.....Philip Lesserman
Production Manager.....Frances Hidden
Services Offered: Package producers of live shows for TV. Also represent and furnish talent.

TAYLOR PRODUCTIONS, INC.

6700 Sunset Blvd., Hollywood 28, Calif.
Phone: HU 2-1089

President.. Gordon Van Dover
Services Offered: Sales agents for Tom, Dick and Harry, Chuckwagon Jamboree, Strange Wills. Transcribed radio shows. Also write and produce Radio & TV spots.

HAL TATE PRODUCTIONS

831 S. Wabash Ave., Chicago 5, Ill.
Phone: WEBster 9-3965

Owner-ManagerHal Tate
Canadian Sales Mgr.....S. W. Caldwell
S. W. Caldwell, Ltd.
80 Richmond St. W., Toronto, Canada
Phone: EL. 6586

Services Offered: Syndicators of "WHO'S TALKING?" Program being used by 86 AM and TV stations in U. S. and Canada. Program is a telephone quiz show handled by a local emcee. Tate firm furnishes over 100 transcribed poetic clues of more than 100 nationally known celebrities. Also promotional material including masked photos of all celebrities.

THE TEE VEE CO.

915 N. La Cienega, Hollywood 46, Calif.
Phone: CR 5-1076

New York Phone: PLaza 9-8000

Chairman of Board.....Gifford Phillips
President.....LuLow Flowers
V.P., Gen. Mgr. Chg. Sales &
Production*Marc Frederic
Branch Office

445 Park Ave., New York, N. Y.
Phone: PLaza 9-8000

RepresentativeSaul Reiss
Services Offered: Live and film producers.
Also distributors commercials, entertainment.

TELCO PRODUCTIONS

55 W. 53 St., New York, N. Y.
Phone: PLaza 7-0394

PresidentAlbert Gannaway
Secretary.....Charles McGregor
Services Offered: Program producers of package shows: (live, transcribed, filmed)—ideas, scripts, productions for Radio & TV.

TELEFEATURES, INC.

30 Rockefeller Plaza, New York, N. Y.
Phone: JUDson 2-3026

PresidentWayne Wirth
Services Offered: Program producers and talent management.

TELESHOWS, BECK STUDIOS, INC.

Lyceum Theatre, Minneapolis 3, Minn.
Phone: LINcoln 4708

Executive in Charge.....Mel Jass
Film Director.....Benjamin T. Hill, Jr.
Production Director.....Ernest S. Colling
DirectorRobert Johnson
DirectorWilliam Piel
Technical Director.....Gordon Johnson
Services Offered: Television package program services. Live productions and film. Features and commercials. Full studio and camera facilities. Full 16 mm. facilities. Experienced professional personnel. Prior TV rights to Lyceum Theatre—upper mid-west's leading legit playhouse.

TELEFEX

5732 Sunset Blvd., Hollywood 28, Calif.
Phone: HI 3537

Pres. & Gen. Mgr.....Donna Fargo
Vice-President.....Victor J. Schulman
Secy. & Treas.....Lois Landon
PhotographJoe Paul
Sales and Equip.....S. E. Lovett
Public Relations.....Jack Tierney
Services Offered: Productions designed around TELEFEX screens. "Stop Look and Listen," a picture guessing game with clues given by east in front of various backgrounds. As many as 30 scenes in 30 minutes. "Look Ladies," daytime program using screens for integrated and worked in commercials. KECA TV. Also TELEFEX Complete Rear Screen Projection (Process) Equipment and Service.

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.

Program Producers

TELEMOUNT PICTURES, INC.

5255 Clinton St., Los Angeles 4, Calif.
Phone: HOllywood 9-8321

President.....Henry B. Donovan
Vice-President.....Russell E. Day
Secretary-Treasurer.....Marie Copenhaver

Services Offered: Producers of TV films and Live Programs and Commercial Films. 35 mm. and 16 mm. Black and White and Color films.

TELEVISION SCREEN PRODUCTIONS, INC.

17 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 2-8877

President.....Charles J. Basch, Jr.
Treasurer.....Clarence Schmidt
Secretary.....Frankie Basch

Services Offered: Film programs, film spots, industrial, training and documentary films, slide films, will rent studio facilities with, or without, cameramen, scripts, direction and cast.

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.

TOWERS OF LONDON, LTD.

37 W. 46th St., New York 19, N. Y.
Phone: LUxemburg 2-5130-5131

Cable address: TOWERSHAM New York
International President, Harry Alan Towers
Vice-Pres. & National Dir. for the U. S.
Oliver W. Nicoll

London Offices:

Towers of London, Ltd.

21 Hallam St., London W. 1, Eng.

Phone: LUgban 6248, 5050

International President, Harry Alan Towers

Services Offered: Program production and consultation, syndicated transcribed programs, scripts, talent, package shows; international radio service.

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.

TRANSCRIBED RADIO SHOWS

2 W. 47th St., New York 19, N. Y.
Phone: LUxemburg 2-3530

President.....M. E. Moore
General Manager.....F. Kronen

Services Offered: A series of Christmas spot jingles featuring an outstanding quartet to attract Christmas shoppers on film for 15-20-30-second spot announcements, spots made to order for TV.

TRANSCRIPTION SALES, INC.

117 W. High St., Springfield 35, O.
Phone: 2-4974

President.....J. P. Williams
Executive Vice-Pres.....Adna H. Karns
Vice-Pres. & Gen. Mgr.....John F. Hyle

47 W. 56th St., New York 19, N. Y.
Manager.....Edward Hochhauser, Jr.

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)

TRENDE-CAMPBELL ENTERPRISES, INC.

1803 Stroh Building, Detroit 26, Mich.

President.....George Trendle
V. Pres.....H. Allan Campbell

Services Offered: Producers of Challenge of the Yukon, The Lone Ranger, The Green Hornet and American Agent.

(See Page 264)

RICHARD H. ULLMAN, INC.

295 Delaware Ave., Buffalo 2, N. Y.
Phone: CLeveland 2066

President.....Richard H. Ullman
Exec. V-P.....Robert P. Mendelson
Production Mgr.....Robert Nicholson

Services Offered: Create, wire and produce radio programs and announcements, selling direct to radio stations and advertising agencies.

UNITED PRESS ASSOCIATIONS

220 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-0400

Radio News Manager.....Phil Newsom
Radio Sales Manager.....Al F. Harrison
Radio Shows Div. Mgr.....C. Edmonds Allen

Services Offered: Production for radio and TV of news and sports service, news scripts, news research.

Program Producers

UNITED ARTISTS TELEVISION

729 Seventh Ave., New York, N. Y.
Phone: CIrele 5-6000

Director of TV.....John Mitchell
Acct. Director...Miss Louise E. Raphael
Services Offered: Distribution of TV program, made especially for TV.

THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 19, N. Y.
Phone: CIrele 6-4675-6

President.....Thomas J. Valentino
Vice-President.....Michael T. Valentino
Secretary.....Elsie F. Valentino
Treasurer.....T. J. Valentino
Sales Manager.....Peter J. Riolo
Services Offered: Sound effects records, transcriptions, chime and organ recordings, pressings, recording service.

VIDEO EVENTS, INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 7-1668

President.....Julienne (Judy) Dupuy
Services Offered: Live TV programs, radio programs, TV commercials. Specializing in Children's shows.

V. I. P.

1775 Broadway, New York, N. Y.
Phone: PLaza 7-0130

President.....Bill Murphey
Vice-President.....Charlotte Morgan
Services Offered: Procuring prizes for quiz shows, producing quiz shows, endorsements by Very Important People, furnish guests for Radio-TV shows, servicing out-of-towners with reservations in hotels, theatre tickets and travel accommodations.

VIDEO VARIETIES CORP.

(For complete listing see TV Film Producers)

CHICK VINCENT CO.

509 Madison Ave., New York 22, N. Y.
Phone: EL 5-0734

Director Producer.....Chick Vincent
Casting Director.....Norma Vincent
Services Offered: Package producers, program production, TV programs, live and film.

VISUAL MEDIA, INC.

(See TV Film Producer Section)

WOLF ASSOCIATES, INC.

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 5-7620

Manager.....Edward Wolf
Services Offered: Radio-TV production.

WOLFF-FELDMAN ENTERPRISES, INC.

214 W. 42nd St., New York 18, N. Y.
Phone: LA 4-3450

President.....Max Wolff
Secretary-Treasurer.....Robert Feldman
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.....Richard Lewine
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 Prod.....Herb Gordon
V.P., Chg. of Sales.....Alvin E. Unger
Treas. & Comptroller.....Joseph L. Moore
Partner.....M. R. Ziv
Services Offered: Network and transcribed programs.

ZIV TELEVISION PROGRAMS, INC.

488 Madison Ave., New York 22, N. Y.
Phone: MURray Hill 8-4700

Chairman of the Board.....Frederic W. Ziv
President.....John L. Sinn
Vice-President.....M. J. Reikin
Treasurer & Comptroller...Joseph L. Moore
Services Offered: Network and film programs.

RCA VICTOR

makes every type of record!

RECORDING
PROCESSING

PRESSING

Complete transcribed radio production facilities



Send for our Custom Record brochure today!



Custom Record Sales

Radio Corporation of America RCA Victor Division

**CONTACT AN RCA
RECORDING STUDIO
TODAY:**

120 East 24th Street
New York 10, New York
ORegion 7-33000
(as of March 15, 1951,
630 Fifth Avenue
New York 20, New York)

445 North Lake Shore Drive
Chicago 11, Illinois
Whitehall 4-3245

4016 North Sycamore Avenue
Hollywood 38, California
Hillside 5174

Transcription Companies

ALL-CANADA RADIO FACILITIES, LTD.

305 Victory Bldg., Toronto 1, Ont., Canada
Phone: Elgin 2464

President.....H. R. Carson
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. 57th St., New York 19, N. Y.

Phone: Circle 6-0141, 0142

(See detailed listing under
Program Producers)

AFFILIATED PROGRAM SERVICE, INC.

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

Phone: MUrray Hill 7-1881

President.....Paul F. Adler
Services Offered: 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: (No New Copy)

ALLIED RECORD MFG. CO.

1041 N. Las Palmas, Hollywood 38, Calif.

Phone: HOLlywood 9-0157

President.....D. K. Broadhead
Services Offered: Transcriptions, processing, phonograph records.

APEX RECORDING STUDIOS, INC.

119 W. 57th St., New York, N. Y.

Phone: PLaza 7-7067-8-9

Secretary-Treasurer....Sidney M. Feitelberg
President.....Robert E. Scheuing
Chief Engineer.....Thomas Dowd
Engineer.....Fred Grau
Engineer.....Al Schmitt

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.

ARTISTS RECORDING STUDIOS

15 West 10th St., Kansas City 6, Mo.

Phone: HA 6109

Owner.....Bill L. Godden
Engineer-Operator.....Bill L. Godden

Services Offered: Original or direct copy masters, TV sound production, phonograph record production, "custom built programs," spot announcements, air-checks, copies of disc, tape or wire, portable tape recordings, complete sound effects libraries, sync. cutting tables, script writers, talent files.

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...Maurice B. Mitchell
Vice-Pres. Chg. Sta. Rel.....Bert C. Lown
Vice-Pres. & Treas.....John C. Andrus
Vice-Pres. Chg. Rec.....Andrew M. Wiswell
Program & Prom. Mgr.....Leslie F. Biebl
Account Executive.....Clifford Greenland
Account Executive.....Walter Bates

Services Offered: Transcribed musical library for radio (AM/FM) and TV stations. Includes special production aids (time and weather jingles, etc.), script service for locally-sponsored programs based on library selections. Special local selling plans, sales aids, presentations, etc. Libraries also available for French-Canadian, foreign stations, colleges, universities, special needs.

"NEW ERA"

Thesaurus
increases
sales
for you
NOW
... with
easy-to-sell
shows



FRAN
WARREN
SINGS

MUSIC
BY
ROTH

THE
SINGING
AMERICANS
Dc.
Frank Block's
Male
Chorus

HERE'S
JUNE
CHRISTY
with the
Johnny
Guarneri
Quintet

All these big-name shows

Thesaurus shows sell themselves to your sponsors at once. But the hard-hitting locally slanted sales aids you get—brochures, audition discs, promotion kits—make your selling job even easier.

Thesaurus is complete local programming...

BASIC LIBRARY: approximately 5000 selections.

MONTHLY RELEASE: no less than 52 new musical selections each month, with the average number of selections delivered much greater. Hit tunes released in advance of their popularity.

WEEKLY SCRIPTS: continuity for 25 program series... 73 individual shows per week, enough material for over 20 full hours of broadcasting. Special scripts for holiday shows and other bonus productions.

PRODUCTION AIDS: voice tracks, theme music, tie-ins, cross-plugs, mood music, sound effects, vocal cues, time and weather jingles, open-end commercial jingles, news and sports signatures, fully-recorded holiday shows.

plus loose-leaf catalog, card index file and storage cabinets.

more great shows...

more sponsored time in 1951!

THE WAYNE KING SERENADE

The TEX BENEKE Show

Arthur Fiedler conducts THE CONCERT HALL OF THE AIR

OLD NEW ORLEANS Jimmy Lyell and the "Delta Eight"

CLAUDE THORNHILL and his Orchestra

RAY MCKINLEY and his Orchestra

in the first 12 months of Thesaurus "New Era"

...and a vast array of top-name artists

Sammy Kaye
 Vincent Lopez
 Xavier Cugat
 Art Van Damme Quintet
 Johnny Guarneri Quintet
 Johnny Desmond
 Bette Chapel
 Sons of the Pioneers
 Music of Manhattan
 Norman Cloutier
 Hugo Winterhalter
 Hank Snow
 Allen Roth Chorus
 Golden Gate Quartet
 Knickerbocker Four
 Novatime Trio
 John Seagle
 Thomas L. Thomas
 Edwin Franko
 Goldman

Max Hollander
 Lawrence Duchow
 Dolly Mitchell
 Patti Dugan
 Bob Hannon
 Carson Robison
 Richard Leibert
 Jimmy Wakely
 Thomas Hayward
 Earl Wild
 Louise Carliye
 Russ McIntyre
 Church In The
 Wildwood Choir
 Seagle Mixed Quartet
 Concert Hall String
 Quartet
 Varsity Glee Club
 Denver Darling
 Slim Bryant



recorded
 program
 services

Radio Corporation of America

RCA Victor Division

120 East 23rd Street
 New York 10, New York
 Oregon 7-8000

(as of March 15th, 1951:
 630 Fifth Avenue
 New York 20, New York)

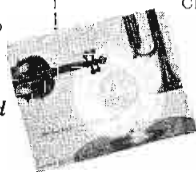
445 N. Lake Shore Drive
 Chicago 11, Illinois
 Whitehall 4-3530

1016 N. Sycamore Avenue
 Hollywood 38, California
 Hillside 5171

522 Forsythe Building
 Atlanta 3, Georgia
 Walnut 5946

1907-11 McKinney Avenue
 Dallas 1, Texas
 Riverside 1371

Ask for our detailed




Thesaurus general brochure today!

from every point of view—**the finest**





columbia transcriptions

a Division of Columbia Records, Inc. 

New York: 799 7th Avenue, Circle 5-7300 • Los Angeles: 8723 Alden Drive, BRadshaw 2-5411

Chicago: Wrigley Building, 410 N. Michigan Avenue, WHitehall 4-6000

Trade Marks "Columbia"  and , Reg. U. S. Pat. Off. Marcas Registradas

**ATLANTIC AND PACIFIC
BROADCASTING SYSTEM**

2020 Pinehurst Rd., Hollywood 28, Calif.
Phone: GLadstone 6983

Vice-Pres. & Gen. Mgr. Jack Parker
Prod. Mgr. & Asst. to V.P. Ray Bond
Executive Producer Garland Brunton
TV Producer & Chief TV Script Editor
Ross Van Nibroec

Services Offered: Transcription radio and TV network. Programs produced to order. Commercial copy service. Scripts to order. Associated with TV Films of America, Crest Film and TV Productions and Sight and Sound Productions, Ltd.

**AUDIO-VIDEO RECORDING CO.,
INC.**

1650 Broadway, New York, N. Y.
Phone: PL 7-0780

President. Charles E. Rynd
Vice-Pres. Chg. Sales. Russell O. Hudson
Vice-Pres. Chg. Engng. W. Oliver Summerlin
Treasurer Richard Rynd
Dir. of Advertising. Leon A. Wortman

Services Offered: Complete facilities for original magnetic tape recordings, tape productions; editing, multiple tape duplications at NAB and RMA standards; mastering from tape to disc or from live to disc; telephone line facilities available for remotes; air checks; spot recordings at any time (8 a.m.-midnight).

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. Sound recorded on disc, tape, film.

**CAPITOL RECORDS, INC.
BROADCASTING DIVISION**

Sunset & Vine, Hollywood 28, Calif.
Phone: Hollywood 28, Calif.
Phone: Hollywood 9-8171

Sales Manager. Clifford E. Ogden
Program Director. Kenneth Nelson
TV Production Director. Elmo Williams
Office Mgr. Larry A. Robbins
Eastern Rep. Alvin King
Southern Rep. Jack Barton

Services Offered: Producers and distributors of Capitol transcribed music library for AM, FM and film TV programs.

THE CARDINAL CO.

1459 N. Seward St., Hollywood 28, Calif.
Phone: HEmpstead 1177

President. Joseph F. MacCaughtry
Vice-President. G. L. MacCaughtry
Secretary-Treasurer. Joseph T. Scott

Canadian Office

S. W. Caldwell, Ltd.
80 Richmond St. W., Toronto, Canada
Services Offered: Radio and TV productions, live and transcribed.

CINEMART, INC.

Exec. & Sales Offices
565 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 8-2827

President. Varian M. Fry
Vice-Pres. George M. Benson
Secretary Samuel Oliphant
Treasurer. George M. Benson

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 Arthur Shaer

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. Custom-built radio programs and spots for electrical transcriptions.

**COLUMBIA TRANSCRIPTIONS
(A Division of Columbia Records, Inc.)**

799 Seventh Ave., New York 19, N. Y.
Phone: CIRCLE 5-7300

General Manager. Robert J. Clarkson
Senior Sales Rep. Alden O. Carlson
Sales Representative. Carl Reinschild
Mgr., Order Serv. Dept. William L. Reeves
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.



GOTHAM

Lateral 33 $\frac{1}{3}$ RPM

Outside Start

THE FINEST EQUIPMENT

THE BEST PERSONNEL

THE MOST SERVICE

GOTHAM RECORDING CORPORATION ★ 2 WEST 46th ST. ★ NEW YORK

- 10 Studios (all sizes) . . . Custom-built Disc Lothes . . . Air Conditioned Editing Rooms . . .
- 10 Ampex Tape Recorders . . . All combine to offer you the ABSOLUTE TOPS in Recording.

Gotham Recording Corporation

2 WEST 46th STREET, NEW YORK 19, N. Y.

JUdson 6-5577

Herbert M. Moss, Pres.

Stephen F. Temmer, Vice-Pres.

Harry F. Landon, Gen. Mgr.

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
Services Offered: As "Assistant radio-TV department" for agencies to supply jingles, spots and programs as needed.

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
Vice-President.....Fred de Jaeger
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 6-9430

President.....Harry Jackson
Vice-President.....Frank Kay
Secy. and Treas.....Betty Jackson
Business Mgr.....Harry Jackson
Services Offered: Off-the-air recordings (air checks); spot announcements; transcriptions; large studios for rehearsals; masters and pressings; copies made from your recordings. Also Tape.

MITCHELL GERTZ AGENCY, INC.

240 S. Beverly Dr., Beverly Hills, Calif.

Phone: CR 4-5491

President.....Mitchell Gertz
Literary Division.....Arthur Hyman
Radio & TV Division.....Bob Oakley,
Bob Detmers, Bob Ross and A.T.C.
Services Offered: Packagers of Radio and TV shows—live, transcribed, or kiniscope. 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.

GOTHAM RECORDING CORP.

2 W. 46 St., New York, N. Y.

Phone: JU 6-5577

President.....Herbert M. Moss
Vice-President.....Stephen F. Temmer
Secretary-Treasurer.....Rita Bourne
General Manager.....Harry F. Landon

Services Offered: Line checks, air checks, studios, remotes, Ampex tape and Presto disc recording, high quality transcriptions. Writing and production staff available.

GEORGE HEID PRODUCTIONS

William Penn Hotel, Pittsburgh 30, Pa.

Phone: GRant 1-3696

President.....George Heid
Chief Engineer.....Clarc "Doc" Cypher
Musical Director.....Max Adkins
Organist.....Dick Nussbaumer

Services Offered: Recordings, transcriptions, package programs for radio and TV, film productions, air check for radio and TV.

MARY HOWARD RECORDINGS

37 E. 49 St., New York 17, N. Y.

Phones: PLaza 3-4800 Ext. 47 & 55

Owner.....Mary Howard
Mgr. Chg. of Sales and Prom.

Betty Jane Keiuls
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.....Edwin H. Kasper
Treas., Com. Dir. & Gen. Mgr.

Aaron S. Bloom
Office Manager.....Robert W. Graham
Engineer.....Frederick Piroumian

Services Offered: Transcribed spots, jingles, and programs—custom-built and "open-end" (syndicated). "Live" programs; complete recording facilities including disc, wire, and tape; syndicated musical, dramatic, and specialized business programs. Script and talent services, jingles, spots, and air check.

KEYSTONE BROADCASTING SYSTEM, INC.

580 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-1160

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. Rhys
Research Director.....James A. Yergin
Office Manager.....Eve Bannier

Branch Offices

131 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 11, O.
Phone: CHerry 4050

Mid-Western Sales.....Louis M. Block, Jr.

Services Offered: The Keystone Broadcasting System is a network which assists local radio stations in their programming with transcriptions, with KBS making their time available to national advertisers and their

agencies at an attractive network package rate.

At present, there are more than 400 Keystone affiliates, located in towns of 10,000 to 50,000 population where they reach both the small town and rural markets. For the most part, these Keystone stations serve those areas which are beyond the clear reception areas of the large metropolitan radio stations or other high-power stations. The number of radio homes in these Keystone markets run into the millions, all within the prime area of Keystone affiliates. And, most of these homes are beyond effective television influence of the larger metropolitan areas.

Keystone is a flexible media easily purchased, whole or in part. Entire areas or spot coverage may be selected . . . whichever meets the needs of the advertising program. Regardless of the schedule, Keystone makes its time available at a considerable savings.

In operation, Keystone offers the same advantages as the wired networks. Instead of a large number of individual transactions, KBS reduces your problem to one order, one time clearance, one series of Affidavits of Performance, and one invoice.

During 1951, as in 1950, many of the nation's largest advertisers are using the



facilities of Keystone. Most of them are in the drug and food field. Types of programming vary from 25 word spots to one hour shows.

LANG-WORTH FEATURES PROGRAMS, INC.

113 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-5700

President.....C. O. Langlois
Secretary.....John D. Langlois
Treasurer.....C. O. Langlois, Jr.
Vice-Presidents Pierre Weis, W. O'Keefe
Mgr. of W. Coast Oper....Walter B. Davison
Sales Representative.....Wm. E. Young

Services Offered: Transcribed music library service for radio stations, advertising agencies and advertisers. Custom built radio programs, both live and transcribed.

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 Quan
Production Mgr.....Paul Quan
Chief Engineer.....A. Q. Felthousen
Eastern Sales Mgr.....Nat V. Donato

Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording elec-

tro-plating of masters and production on vinylite pressings.

MAYFAIR TRANSCRIPTION CO.

8511 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 1-8151

Executive Vice-Pres.....B. A. Joslin
Production Manager.....Vern Carstensen
Office Manager.....Florence Jordan

Services Offered: Producers and distributors of open-end transcribed shows; tailor-made transcribed programs; transcribed announcements. "Alan Ladd-Box 13"; "Damon Runyon Theatre"; "The Unexpected"; Knox Manning's "Behind the Scenes," and "The Greatest of These."

FRED C. MERTENS & ASSOCIATES

20828 Pacific Coast Highway, Malibu, Calif.
Phone: Malibu 7871

President.....Fred C. Mertens
Sales Manager.....George L. Price

Services Offered: Primarily devoted to inspirational programs suitable for any type of ethical account, geared to sell for sponsor and to render genuine moral-building service to the community.

CHARLES MICHELSON, INC.

23 West 47 St., New York 19, N. Y.
Phone: PLaza 7-0695

President.....Charles Michelson
Divisional Sales Mgr.....Sidney Guber

appears only on the nation's finest transcriptions

- Recording studios—vertical, lateral and tape
- *Processed Masters*—masterpieces of invariable quality
- MUZAK custom-compounded Vinylite
- Transcriptions and phonograph records—*all speeds—all sizes*
- 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

• • • **Transcriptions—Recordings** • • •

Branch Offices

South 1st & B Sts., Richmond, Ind.

Phone: 1117

Manager.....Harry Gennett, Jr.

1344 So. Flower St., Los Angeles, Calif.

Manager.....Philip Johnson

Phone: Prospect 2035

Services Offered: Open end dramatic and musical transcribed feature programs. Gennett and Speedy-Q Sound Effect Libraries.

MODERN RECORDING STUDIO

55 W. Wacker Drive, Chicago 1, Ill.

Phone: FI 6-4183

Owner.....Edwin M. Webb

Services Offered: Transcription, commercial records, slide film, television sound track, microgroove and aircheck recording on tape or disc. Tape and disc copying. Tape remotes. Tape editing. Master processing and pressing.

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.

MUSICOMMERCIALS

344 W. 72 St., New York 23, N. Y.

Phone: TRufalgar 4-1999

President.....Frank Novak

TV Productions.....John Gunn

Chg. Spot Creations.....Lewis Reed

Secretary.....Betty Marshall

Services Offered: Creation of Radio & TV jingles, package shows, TV film spots, and complete programs.

MUZAK CORPORATION

229 Fourth Ave., New York 3, N. Y.

Phone: ORchard 4-7400

President.....Harry E. Houghton

Exec. Vice-Pres.....Charles C. Cowley

Vice-Pres. & Treas.....John R. Andrus

Secretary.....Anna M. Kerner

Transcription Div.

Recording Studios: 151 W. 46 St., N. Y. C.

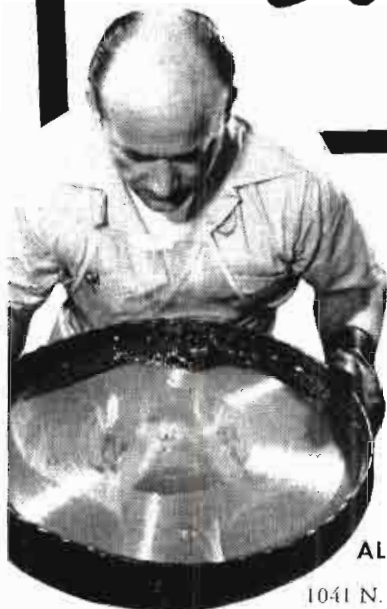
Phone: PLaza 7-7710

Sales Dept.: 250 W. 54 St., N. Y. C.

Phone: PLaza 7-7700

Don't Gamble

WITH THOUSANDS OF DOLLARS
WORTH OF TALENT !



Into your shows go vast amounts of time, talent, and money. To be assured that your investment — and reputation — are protected, let Allied follow through.

The hundreds of firms all over the world now using Allied's service, confirm that Allied's exacting reproduction and never-failing dependability mean that your show always will be processed, pressed and delivered *right* — and on time.

Write for free folder "Allied All the Way."

ALLIED RECORD MANUFACTURING CO.

1041 N. Las Palmas, Hollywood, Calif., HO. 9-5107

619 W. 54th St., New York 19, N. Y., JU. 2-3791



Vice-Pres. & Gen. Mgr...Richard A. Wilson
 Gen. Sales Mgr.....Alexander Motenko
 Mgr. Transc. Sales.....Edward Rogers
 Adv. & Prom. Mgr.....Walter M. Warner

Services Offered: Production facilities, recording studios (vertical, lateral and tape), gold-splattered 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: ORchard 4-7400

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 Muzak studios in all principal cities.

NATIONAL RECORDING & FILM CORP.

540 N. Michigan Ave., Chicago 11, Ill.
 Phone: WHitehall 4-5543

PresidentRichard Bradley
 Secretary-Treasurer.....B. J. Tunick
 Prog. Exec. & Dir. of Radio Sales

Richard Bradley
 Office Manager.....Leo Rabens

Services Offered: General advertising, ET and transcribed programs, library services, etc. . . . Script service program production, air checks, film program services.

NOLA RECORDING STUDIOS

1657 Broadway, New York, N. Y.
 Phone: PL 7-4870

Steinway Hall, 113 W. 57 St., New York, N. Y.
 Phone: JU 6-0040

President.....Vincent J. Nola
 General Manager.....Thomas Nola
 Engineering Supervisor....Stanley Bumbly

Services Offered: Complete tape and disc facilities for studios, master transcriptions, location and live AM, FM, and TV; sound-echo chambers, sound tables, organs.



**IF YOUR
 RADIO & TV
 DRAMATIZATIONS
 NEED
 SOUND
 EFFECTS &
 MOOD MUSIC**

SEND FOR
 FREE
 CATALOGUE TODAY
 DISTRIBUTED BY

**Thomas J.
 VALENTINO, Inc.
 DEPT. RA
 150 WEST 46th STREET
 NEW YORK 19, N. Y.**



**USE
 MAJOR
 SOUND EFFECT
 RECORDS**

- All 10-inch Double-face, Lateral Cut, 78 R.P.M.
- Recorded from Life on Film, then Waxed
- Quick-Cued Wherever Advantageous
- Playable on any Phonograph or Turntable

**CANADIAN
 DISTRIBUTOR**
 Instantaneous
 Recording Service
 42 Lombard St.
 Toronto, Ont., Can.

PREMIER RADIO ENTERPRISES, INC.

3033 Locust St., St. Louis 3, Mo.
Phone: NExtstead 3555

President.....Theodore P. DeLoge
Vice-President.....Wilson Dalzell
Services Offered: Recording Studios and Sound Stage for Transcribed Radio programs and motion pictures for television. Pressing facilities for 10, 12 and 16 Vinylite transcriptions.

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111

Vice-Pres. & Ass't Gen. Mgr., Oliver Grantling
Services Offered: Sports Star Special—a 5-minute interview and dramatization of personalities who are the "who's who" of the sports world; Special Assignment—a 15-minute dramatization of the exciting or unusual experiences of one reporter or another in covering news; Personality Time—a 15-minute interview and dramatization presenting prominent personalities in the news, and from stage, screen, radio, art, science and literature.

GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Highway, Malibu, Calif.
Phone: Malibu 7871

President.....George Logan Price
Sales Manager.....S. M. Lauch
Production and Copy.....George Price, Jr.
Services Offered: Planning, preparation, production of transcribed programs of any length, with accent on sales TO and FOR outstanding accounts. Commercials, publicity, promotion, based on 30 years' national advertising experience.

RCA VICTOR CUSTOM RECORD SALES DIV.

120 E. 23 St., New York 10, N. Y.
Phone: ORegon 7-8000

Manager.....James P. Davis
Administration Mgr.....Ralph C. Williams
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 Tabaney
New York Sales Rep. (Transcriptions)
Chicago Sales Rep.....Geoffrey B. Bennett
James R. Cunison
Services Offered: Recording, processing, pressing of all types of phonograph records, transcriptions, slide film and promotion records; shipping and handling.

There's A **TELEWAYS SHOW**

- ★ **FOR EVERY BUDGET**
- ★ **FOR EVERY PRODUCT**
- ★ **FOR EVERY AUDIENCE**

*The Following Transcribed Shows
Are Now Available*

AT LOW COST!

- JOHN CHARLES THOMAS
156 15-Min. Hymn Programs
- RIDERS OF THE PURPLE SAGE
156 15-Min. Western Musical Programs
- MOON DREAMS
156 15-Min. Romantic Musical Programs
- BARNYARD JAMBOREE
52 30-Min. Variety Hillbilly Programs
- DANGER! DR. DANFIELD
26 30-Min. Mystery Programs
- STRANGE ADVENTURE
260 5-Min. Dramatic Programs

**SEND FOR FREE AUDITION PLATTER
AND LOW RATES FOR YOUR STATION**

Write! Wire! Phone!



**TELEWAYS
HOLLYWOOD**

RADIO PRODUCTIONS, Inc.
8949 SUNSET BLVD., HOLLYWOOD 46
PHONES: CRestview 6-7238 • BRadshaw 2-1447

• • • Transcriptions—Recordings • • •

RCA Recorded Program Services

Manager.....Donald J. Mercer
Sales Manager.....A. B. Sambrook
Central Sales Manager...William F. Reilly
Western Sales Manager.William C. Gartland
Northeastern Sales Rep.....Donald D. Axt
Southeastern Sales Rep...Henry A. Gillespie
Central Sales Rep.....David B. Rogers
Southwestern Sales Rep...William T. Davies
Services Offered: THESAURUS (musical program service); RCA SYNDICATED PROGRAMS (recorded dramatic, variety, musical shows).

Studios and Regional Offices

120 E. 23 St., New York 10, N. Y.

Phone: ORegon 7-8000

445 North Lake Shore Drive, Chicago 11, Ill.

Phone: WHitehall 4-3215

1016 No. Sycamore Ave., Hollywood 38, Calif.

Phone: Hillside 5171

522 Forsythe Bldg., Atlanta 3, Ga.

Phone: Walnut 5946

1907-11 McKinney Ave., Dallas, Texas

Phone: Riverside 1371

RADIO FEATURES OF AMERICA

37 W. 46 St., New York 19, N. Y.

Phone: LUXemburg 2-5130

Cable address: ARREFAY Newyork

Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
London Representative

Towers of London, Ltd.
84 Hallam St., London W. 1, England
Phone: LAngham 6248, 5050
(Harry Alan Towers)

Services Offered: Program production and consultation, syndicated transcribed programs, scripts, talent, package, live shows, phonograph records, international radio service.

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
Engineers.....Charles E. Campbell,
Emil Neroda, George Piros.

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

**Processing
Pressing
Transcription service**

K.R.SMITH
COMPANY, INC.

619 West 54th Street, New York, N. Y. • JUdson 7-3791

MANUFACTURERS OF FINE TRANSCRIPTIONS AND PHONOGRAPH RECORDS

• • • Transcriptions—Recordings • • •

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; Tape 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
 General Manager.....K. A. Jadas-ohn
Services Offered: Licensing 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.

SONG WRITERS' COOPERATIVE, INC.

2241 Earl St., Los Angeles 39, Calif.
Phone: NORmandie 1-0845

Business Manager.....Harry Henderson
 President.....Dorothea Towne
 Vice-President.....Bill Cody
 Secretary-Treasurer.....Sally Weightman
 Directors at Large.....Billy Smith, Franklin Hmerlein

SNADER TELESCRIPTIIONS, INC.

277 S. Beverly Dr., Beverly Hills, Calif.
Phone: CR 5-4551

President.....Louis D. Snader
 Talent Director.....Phil Bloom
 Production Co-ordinator.....Lou Victor
 Distribution Co-ordinator.....Bob Snader
 Production Executive.....Jack Snader
 Production Manager.....Harold Godsoe
 Musical Director.....Harry Zimmerman
 Publicity, Public Relations Blowitz-Maskel
Services Offered: Three 3½ inch film musicals featuring vocalists, orchestras, variety, symphonic and specialty acts.

ALLENTOWN RECORD CO.

Fabricators of VINYLITE records

specialists in

LP MICROGROOVE PRESSINGS

Complete service from acetate to drop-shipments, including processing, art-work, albums, and labels. Capacity in excess of 300,000 records per month.

Attractive prices for 78 RPM and 45 RPM pressings.

ALLENTOWN RECORD COMPANY, INC.

10th & WALNUT STREETS
 ALLENTOWN, PENNSYLVANIA

S. L. Wartell, President

Phone: 3-7405

• • • Transcriptions • • •

**TELEWAYS RADIO PRODUCTIONS,
INC.**

8949 Sunset Blvd., Hollywood 46, Calif.
Phones: Crestview 6-7238, Bradshaw 2-1447
President.....Charles A. Kennedy
Services Offered: Transcribed programs,
The John Charles Thomas Show, The Frank
Parker Show, The Riders Of The Purple
Sage, Moon Dreams, Strange Wills, Danger,
Dr. Danfield, Barnyard Jamboree, Strange
Adventure. Also creation and production of
spot announcements and creation and pro-
duction of custom-built, live-talent programs.

L. S. TOOGOOD RECORDING CO.

221 N. LaSalle St., Chicago 1, Ill.
Phone: CEntal 6-5275
Owner.....L. S. Toogood
Services Offered: Recording service.

TOWERS OF LONDON, LTD.

37 W. 46 St., New York 19, N. Y.
Phone: LUXemburg 2-5130-5131
Cable Address: TOWERSAM Newyork
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
consultation, syndicated transcribed pro-
grams, scripts, talent, package shows; inter-
national radio service.

TRANSCRIBED RADIO SHOWS

2 W. 47 St., New York 19, N. Y.
Phone: LUX. 2-3530
President.....M. E. Moore
General Manager.....F. Kronen
Services Offered: Suspicion—39 Suspense
programs. We The Jury—39 Who Done It
Programs If It Had Been You—39 Life
Saving Dramas. Five Star Theater—39 Two
Act Playlets, Robinson Crusoe Jr.—39 Shows
with Kids and For Kids, Salute to Song—
52 of Your Favorite Songs Dramatized Hot
Dates in History—62 Historical Dramatiza-
tion.

TRANSCRIPTION SALES, INC.

117 W. High St., Springfield 35, O.
Phone: 2-4974, N. Y. Phone: CO 5-1544
President.....J. P. Williams
Executive Vice-Pres.....Adna H. Karns
Vice-Pres. & Gen. Mgr.....John F. Hyle
New York Office
47 W. 56 St., New York 19, N. Y.
Manager.....Edward Hochhauser, Jr.
Services Offered: Open end Transcriptions
featuring outstanding name stars such as

**EMPIRE
RECORDING**

**TAPE - DISC
STUDIOS
AIR/LINE CHECKS
AM-FM-TV
PORTABLE JOBS
FILM
SYNCHRONIZATION**

**EMPIRE BROADCASTING CORP
480 LEXINGTON AVE.
NEW YORK 17, N. Y.
PLaza 9-4500-01-
02-03-04-05-06**

"Singin' Sam," "Mullen Sisters," "Emile Cote," "Charles Magnante," "Curley Bradley," "The Golden Gate Quartet," and many others.

RICHARD H. ULLMAN, INC.

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

Phone: Cleveland 2066

President.....Richard H. Ullman
Exec. V. P.....Robert P. Mendelson
Production Mgr.....Robert Nicholson

Services Offered: Create, write and produce radio programs and announcements, selling direct to radio stations and advertising agencies, Producers of "The Beatrice Kay Show," "Jingle-Library," "Musical Tune-O," "\$Dollar Derby\$," "Barbershop Harmonies," "Joe McCarthy Speaks," and tailored jingles.

UNITED BROADCASTING COMPANY, INC.

301 E. Erie St., Chicago 11, Ill.

Phone: Superior 7-9114

Gen. Mgr. & Chief Producer, Wm. L. Klein
Assistant Manager.....Mariland L. Fridel
Chief Engineer.....Bryan A. Wright

Services Offered: Operate former World Broadcasting System studios. Transcribing "Judy & Jane," "The Lutheran Hour," "Tell

Me. Doctor," "Hartz Mountain," and dramatized spot announcements. Making masters for phonograph record companies. Operate own processing and pressing plant. Syndicating "Dinner Winner" and "Bob Elson on the Century" programs. Doing TV, sound-film recording, and slide-film work.

UNITED RECORDING LABORATORIES

1650 Broadway, New York, N. Y.

Phone: CI 7-2939, 3718

Partners.....George Adams, Anita Smith

Services Offered: Commercial spots, electrical transcriptions, complete sound recording service, on records and tape, air checks.

UNIVERSAL RECORDERS, INC.

6757 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLLYWOOD 9-8282

President.....Wesley I. Dumm

Exec. Vice-President.....Will H. Voeller

Vice-President.....George E. Hughes

Secretary-Treasurer.....Arthur B. Hogan

Services Offered: Recording of electrical transcriptions and commercial phonograph records. Tape recording. Processing and pressing. Production of custom-built ET programs. Sound for TV.

It's Elementary...WATSON

more than ADEQUATE AMPEX HIGH FIDELITY RECORDING EQUIPMENT
The Audio-Video Battery of 16 Ampex's the tightest commercial installation organization, plus abundant Disc equipment, Wide Range Amplifiers, Equalizers, etc., make Audio-Video the most flexible and complete recording studio available.

A TOP FLIGHT ENGINEERING STAFF
Each Audio-Video engineer is an outstanding technician in his field, all with a wealth of major network recording and editing "Know How".

HIGH QUALITY RECORDINGS and PUNCTUAL SERVICE!
Next time you're in a hurry use AUDIO-VIDEO SERVICE. You'll like it.

Call or Write for Special Rate Card

AUDIO-VIDEO RECORDING COMPANY, Inc.

1650 Broadway, New York 19, N. Y. • Plaza 7-0780



UNIVERSAL RECORDING CORP.

100 E. Ohio St., Chicago 11, Ill.
Phone: MI 2-9302

President.....Milton T. Putnam
Vice-President.....A. B. Clapper
Secretary-Treasurer.....Robert A. Weber
Office Manager.....Mercedes Kelley
Controller.....Irving Steindler
Services Offered: Recording open end radio transcriptions, general recording facilities, complete sound effects and studio facilities for spot announcements. Transcription and phono record masters, processing, pressing.

THOMAS J. VALENTINO, INC.

150 W. 46 St., New York 19, N. Y.
Phone: Circle 6-4675

Pres. & Treas.....Thomas J. Valentino
Vice-Presidents.....Michael T. Valentino,
Elsie F. Valentino
Gen. Mgr. & Sec.....Peter J. Riold
Services Offered: Sound effects records, transcription, chime & organ recordings, pressings, recording service. Recording film, tapes.

HAL WILSON RADIO PRODUCTIONS

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 9-1714

Owner.....Hal Wilson
Services Offered: Live and Transcribed Radio Shows. TV Films, Live TV packages. General production services for agencies.

WORLD BROADCASTING SYSTEM

501 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700

President.....John L. Sinn
Vice-President.....Frederic W. Ziv
Sales Manager.....Robert Friedheim
West Coast Manager....Maynard Marquard
Services Offered: World Program Service Library. Library programs and custom built shows.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.
Phone: PLaza 1323

President.....Frederic W. Ziv
Vice-President (Executive)...John L. Sinn
Vice-Presidents.....Alvin E. Unger,
Herb Gordon
Treas. & Comptroller.....Joseph L. Moore
Services Offered: Network and transcription Productions, featuring top-talented performers from radio, stage and screen—available to local and regional sponsors.

UNITED

RECORDING LABS.

T A P E — D I S C

M A S T E R S

33 — 45 — 78

A I R C H E C K S

A M - F M - T V

AT 78 RPM

3 Min.
EACH
on
7" Rec.



6 Min.
SIDE
10" Rec.

CAN BE PLAYED ON ANY
CONVENTIONAL PHONOGRAPH

1650 BROADWAY
NEW YORK 19, N. Y.

Circle 7-3718
2089



ASCAP

MUSIC is the main ingredient of *all* successful entertainment programs—but not just any music. When you're in the business of entertaining people, it pays to give them the *best*.

ASCAP music is *demanded* music—the newest and most-requested novelty tunes and ballads . . . the old standbys . . . rhythms and blues . . . folk tunes and sacred songs . . . special music for special occasions.

ASCAP music is *successful*—successful because it's created by America's outstanding composers of stage and screen songs, popular tunes, operettas and concert works.

ASCAP is *growing*—growing with constantly created new works that customers will be demanding tomorrow—and the day after.

All of ASCAP's rich and varied repertory—including the works of world-famous foreign composers—is available to you in one complete package at low cost, and with a minimum of clearance problems.

From Maine to California your local ASCAP representative, at your call, will bring you complete details as to the ASCAP license for your particular needs.



AMERICAN SOCIETY OF
COMPOSERS, AUTHORS AND PUBLISHERS
30 Rockefeller Plaza, New York 20, N. Y.



MUSIC

RADIO & TELEVISION

PERFORMING RIGHTS SOCIETIES



ASCAP



BMI



AMP



SESAC



List of Publisher Members

NINETEEN FIFTY-ONE



A. S. C. A. P.

By **OTTO A. HARBACH**

President

A BLANKET AGREEMENT with The American Society of Composers, Authors and Publishers gives a client the right to use any or all of the hundreds of thousands of songs and other musical works whose public performing rights are registered with the Society. This includes most of the world's important compositions of the past fifty-six years, plus the present and future works of America's and Europe's best authors and composers.

Therefore, ASCAP becomes a vast clearing house through which creators can do business with users. It relieves both creator and user of all contractual and legal details and all bookkeeping relating to collections and distributions. To make its vast repertory easily available to licensees, ASCAP spends more than two million dollars yearly. Thus the great costs of music clearance that otherwise would accrue to the user are borne by ASCAP, whose members similarly are relieved of the otherwise onerous—in fact, impossible—task of supervising their musical properties.

Like Radio, ASCAP is truly cosmopolitan. Members of the Society hail from every state. Foreign-born Americans from more than forty countries are included in its membership. All speak the international language of music.

I am happy to extend to the vast radio industry and its young partner of the air waves, the amazing television industry, the greetings of ASCAP. It gives me special pleasure to report that Radio and Television on the one hand, and ASCAP on the other, are approaching our common problems with mutual respect. In this atmosphere, we look to the future with confidence.

ASCAP maintains headquarters in the RCA Building, Radio City, with 25 branches throughout the country. Officers as of Jan. 1, 1951 are:

<i>Otto A. Harbach</i>	<i>President</i>
<i>Saul H. Bourne</i>	<i>Vice President</i>
<i>Oscar Hammerstein, II</i>	<i>Vice President</i>
<i>George W. Meyer</i>	<i>Secretary</i>
<i>Louis Bernstein</i>	<i>Treasurer</i>
<i>A. Walter Kramer</i>	<i>Assistant Secretary</i>
<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 year terms.

ASCAP Publisher Members

- A B C Music Corporation
 A B C Standard Music Publications, Inc.
 Berlin, Irv., Standard Mus. Corp.
 A-M Music Corp.
 Abbey Music Co., Inc.
 Adams, George, Mus. Pub. Co.
 Adrienne Music Co.
 Advanced Music Corp.
 Ager, Yellen & Bornstein, Inc.
 Circle Music Publications, Inc.
 Alamo Music, Inc.
 Alba Music, Inc.
 Alfred Music Co., Inc.
 Feature Music Syndicate
 Manus Music Co., Inc.
 Piantadosi, Al., Music Publisher
 Rosey, Geo., Band & Orch. Catalog
 Shreibman Music Press
 Allen, Thornton W., Co.
 Allied Music Corp.
 Green & White, Inc.
 Green Bros. & Knight, Inc.
 Allisons Music Corp.
 Ama Music Co.
 Ambassador Music, Inc.
 Allen & Harrison Mus. Co.
 Red Star Songs, Inc.
 American Academy of Music, Inc.
 Bloom, Harry, Inc.
 Exclusive Pubs., Inc.
 Lawrence Music Publishers, Inc.
 Milsons Mus. Pub. Corp.
 American Music Pub. Co.
 Amsco Mus. Pub. Co., Inc.
 Roat, Chas. E., Music Co.
 Rolseth Pub. Co.
 Antobal Music Company
 Antony, Frank
 Apollo Music Co.
 Arch Music Co., Inc.
 Argosy Music Corp.
 Arnel Music Corp.
 Arrow Music Co.
 Arthur, Irving, Music Corp.
 Artists Music, Inc.
 Ascher, Emil, Inc.
 Brooks & Denton
 Royal Music Co.
 Atlas Music Corp.
 Axelrod Publications, Inc.

 Bantam Music Pub. Co., The
 Barbour-Lee Music Corp.
 Baron, M., Co.
 Baron, M., Inc.
 Hill, J. F., & Co., Inc.
 Staff Music Pub. Co.

 Barton Music Corp.
 Bel-Air Music Corp.
 Bell Song Publishing Co.
 Belwin, Inc.
 Berg, S. M.
 Cinema Music Co.
 Berlin, Irving, Music Corp.
 (Formerly: Berlin, Irving, Music Co.)
 Bernie, Dave, Music Co.
 Beverly Music Corp.
 Bibo Music, Inc.
 Biltmore Music Corp.
 Birchard, C. C., & Co.
 Blasco Music, Inc.
 Blasco Music Co.
 Bloch Publishing Co.
 Block, Martin
 Bloom, Ben, Music Corp.
 Blossom Music Corp.
 Kalmar & Ruby Music Corp.
 Loeb-Lissauer, Inc.
 Pan-American Music Co., Inc.
 Bogat Music Corp.
 Boland, Clay, Inc.
 Bond, Carrie Jacobs, & Son
 Boston Music Company
 Hatch Music Company
 Peate Music Co.
 Thompson, C. W., Co.
 Bourne, Inc.
 Berlin, Irving, Inc.
 Bregman, Vocco & Conn, Inc.
 Donaldson, Douglas & Gumble, Inc.
 Briegel, Geo. F., Inc.
 Browne, J. A., Music Pub.
 Dillon, Carl, Music Co.
 Bristol Music Corporation
 (Formerly: Dreyer Music Corporation)
 Broadway Music Corporation
 Artmusic, Inc.
 Empire Music Co.
 York Music Co., The
 Brooks Music Corp.
 Brooks Music Pub. Co.
 Broude Bros.
 Bryant Music Company
 Bulls-Eye Music, Inc.
 ARA, Inc.
 Morros, Boris, Music Co.
 Stanley Music, Inc.
 Burke & Van Heusen, Inc.
 Curtis, L. B., Music Pub.
 Van Alstyne & Curtis
 Burke-Van Heusen & Associates Music Corp.
 Burnett, Ltd.
 Buxton Hill Music Corp.

 Caesar, Irving
 Caesar, Irving, Inc.

 Campbell-Connelly, Inc.
 Capitol Publications, Inc.
 Ardmore Music Division
 Capitol Songs, Inc.
 Cara Music Pub. Co.
 Caribbean Music, Inc.
 Carmichael Music Publications
 Carroll Publications
 Century Music Pub. Co.
 Heritage Music Publications, Inc.
 Champagne Music Corp.
 Chappell & Co., Inc.
 Chappell-Harms, Inc.
 Charling Music Corp.
 Choice Music, Inc.
 Church, John, Co., The
 Clarick Music Co., Inc.
 Coleman, Robert H.
 Coleman-Ross Co., Inc.
 Colony Music, Inc.
 Congress Publications
 Cornell Music, Inc.
 Coslow Music
 Courtney, Alan, Music Co.
 Crawford Music Corporation
 De Sylva, Brown & Henderson, Inc.
 Green & Stept
 Yellen, Jack, Inc.
 Crescendo Music Corp.
 Crest Music Company
 Crestview Music Corp.
 Criterion Music Corp.
 Cromwell Music, Inc.
 Crystal Music Publishers, Inc.
 Crystalette Music Co.

 Daniels, Charles N., Inc.
 Dash, Connelly, Inc.
 Davis, Joe, Music Co., Inc.
 Georgia Music Corp.
 Dawson Music Co., Inc.
 Delkas Music Pub. Co.
 Denton & Haskins Corp.
 Disney, Walt, Music Co.
 Ditson, Oliver, Co., Inc.
 Dorsey Brothers' Music, Inc.
 Drake-Hoffman-Livingston, Music Publishers
 Dubonnet Music Publishing
 Durante, Jimmy, Music Pub. Co., Inc.

 East-West Music Co.
 Edition Musicus—New York, Inc.
 Edition Musicus—New York
 Edmonds, Shepard N., Music Pub. Co., The

ASCAP Publisher Members

- Edwards Music Co., Inc.
(Formerly: Edwards Music Co.)
- Elkan-Vogel Co., Inc.
Elliot Music Co., Inc.
Elliot Music Co.
- Emery Music, Inc.
Empire Music Co., Inc.
Ensemble Music Press
Enterprise Music Corp.
Erwin-Howard Music Co.
Evans Music Company
- Famous Music Corporation
Fanfare Music Co.
Farrow Music, Inc.
Favorite Publishers, Inc.
Feist, Leo, Inc.
Brown, Nacio Herb, Inc.
Loew's, Inc.
- Fenner Publications
Fields, Arthur, Publications
Fillmore Music House
Fischer, Carl, Inc.
Composers' Music Corp.
Eastman School of Music
of the Univ. of Rochester
Ellis, Robin
Mumil Pub. Co., Inc.
Pond, Wm. A., & Co.
- Fischer, J. & Bro.
Fisher, Fred, Music Co., Inc.
FitzSimons, H. T. Company
Flammer, Harold, Inc.
Luckhardt & Belder
Foley, Charles
Foreign & Domestic Music Corp.
Cummins Music Co.
Forster Music Publisher, Inc.
Fortune Music, Inc.
Fowler Music Co.
Fox, Sam, Publishing Co.
Pallma Music Publishers, Inc.
Frank Music Corp.
Franklin, John, Co., Inc., The
Kay & Kay, Inc.
- G & C Music Corporation
GI Music Corporation
GI Music
GI Music Pub. Co.
Galaxy Music Corporation
Gallico, Al, Music Co., Inc.
Gamble Hinged Music Co.
Gateway Music, Inc.
Gaumont Music Publishers, Ltd.
Gem Music Corporation
Conrad, Con, Music Pub., Ltd.
General Music Publishing Co., Inc.
Georgeoff, Evan, Mus. Pub. Co.
Concert Music Pub. Co.
Montrose, F., Mus. Pub. Co.
- Gershwin Pub. Corp.
Glenmore Music, Inc.
Global Music, Inc.
Harvest Songs Co.
Goldmine Music, Inc.
Goldwyn, Samuel, Music Pub. Corp.
Goodman Music Co., Inc.
Handman & Goodman, Inc.
Handman, Kent & Goodman, Inc.
Universal Music Co., Ltd.
Gordon, Kaufman & Real, Inc.
Grand Music Corp.
Artists Music Corp.
Gray, H. W., Company, Inc.
Gray, H. W., Co.
Greenwich Music Co., Inc.
Guild Music Publishers, Inc., The
Guild Publications of California
- Haggar Music Co.
Half-Mack Company
Geibel, Adam, Music Co.
Hamilton Music Corp.
Hampshire House Pub. Corp.
Handy Bros., Music Co., Inc.
Hanover Music Corporation
Hansen, Charles H., Music Co.
Hargail Music Press
Harman Music, Inc.
Harmony Music Corp.
Harms, Inc.
Harms, T. B., Company
Harris, Charles K., Music Pub. Co., Inc.
Harris, Chas. K., Mus. Pub.
Herbert Music Co., Inc.
Hollybrook Music Co.
Homeyer, Chas. W., & Co., Inc.
Best Music, Inc.
Hope Publishing Company
Biglow-Main-Excell Co.
Excell, E. O., Co.
Tabernacle Pub. Co.
Howard, Joe, Music Pub.
Hubert Music Corp.
Hudson Music Corp.
Huntzinger, R. L., Inc.
- Idriss-Brown-Tibbles, Inc.
Imperial Music Publications
International Music, Inc.
- J. P. Music Co.
Jacobs, Walter, Inc.
Abt, Valentine
Bates & Bendix
Bendix, Theodore
Eby, Walter M.
Farrand, Van L.
Gay, Mace, Catalog
- Jaques, Percy
Musiclovers Co.
Partee, C. L., Music Co.
Shattuck, B. E.
Virtuoso Music School
James Music, Inc.
Jayvee Music Pub. Co.
Jefferson Music Co.
Jenkins Music Company
Jewel Music Pub. Co., Inc.
Jones, Isham, Music Corp.
Jungnickel, Ross, Inc.
- Kanes Music Publishers
Keane, Michael, Inc.
Kearney Music Co.
Kelton, Inc.
Kendis Music Corporation
Kenmor Music Co.
Keystone Music Company of California
King, Charles E.
Knickerbocker Songs, Inc.
(Formerly: Knickerbocker Music Co., Inc.)
Kramer-Whitney, Inc.
Beaux-Arts Music, Inc.
- La Salle Music Publishers, Inc.
Gilbert, L. Wolfe, Mus. Pub. Co.
Schuster & Miller, Inc.
Lake Shore Pub. Co., Inc.
Laurel Music Corp.
Laurel Music Company
Leeds Music Corp.
Am-Rus Music Corp.
Consolidated Mus. Pub. House
Down Home Music Co.
Kaycee Music Co., Inc.
Mayo Music Corp.
Melrose & Montgomery
Olman Mus. Corp.
Sprague-Coleman, Inc.
Wabash Music Co.
Leslie, Edgar, Inc.
Leslie Music Corp.
Lewis Music Pub. Co., Inc.
Lincoln Music Corp.
Capano, Frank, Music Pub.
Lombardo Music, Inc.
Lorenz Publishing Co.
Tullar-Meredith Co., Inc.
Ludwig Music Pub. Co.
Lyric Music Publishers, Inc.
Silver, Frank, Music Pubs., Inc.
Spencer, Norman & Son
- Macap Music Publishers, Ins.
Bernard, Al, Song Publications
Manhattan Music Publishers

ASCAP Publisher Members

- Manor Music Company
 Marchant Music Publishers
 LaBarre, Gene, Inc.
 Melody Publishing Corp.
 Tucker-Marchant Music Publishers
 Margold Music Corporation
 (Formerly: Kuhn, Dick, Music Corp.)
 Marks, Gerald, Music, Inc.
 Marlo Music Corp.
 Martin Music
 Massey Music Co., Inc.
 Maurice, Peter, Music Co., Ltd., The
 Maurice, Peter, Inc.
 Maxwell-Wirges Publications
 Mayfair Music Corp.
 Davis, Joe, Inc.
 Triangle Music Pub. Co., Inc.
 Maypole Music, Inc.
 McHugh & Adamson Music, Inc.
 McKinley Publishers, Inc.
 Melo-Art Music Publishers
 Melomusic Publications, Inc.
 (Formerly: Melomusic Publications)
 Melrose, Walter, Music Co.
 Melrose Music Corp.
 Melrose Bros. Music Co., Inc.
 Mercury Music Corp.
 Milene Music
 Miller, Bob, Inc.
 Marks, Gerald, Music, Inc.
 Pla-A-Song Co.
 Streamline Editions
 Miller Music Corp.
 Miller Music, Inc.
 Noble, Johnny
 Sherman, Clay & Company
 American Composers, Inc.
 Mills Music, Inc.
 Beck, Mort
 Clark, Frank, Mus. Co.
 Daly, Joseph, Mus. Pub. Co.
 Edwards, Gus, Mus. Pub. Co.
 Gordon & Rich, Inc.
 Gotham Attucks Mus. Co.
 Gotham Mus. Service, Inc.
 Jerome, M. K.
 Jerome & Schwartz
 Pub. Co.
 Kalmar, Puck & Abrahams,
 Consolidated
 Keit Music Corp.
 Kornheiser, Phil, Inc.
 Lincoln, Harry J., Music Co.
 Morse, Theodore, Music Co.
 Nelson, Jack, Mus. Co.
 Stark & Cowan, Inc.
 Stept & Powers, Inc.
 Sterling Songs, Inc.
- Sunlight Mus. Co., Inc.
 United States Music Pub. Co.
 Vandersloot Music Pub. Co.
 Waterson, Berlin & Snyder
 Co.
 Waterson, Henry, Inc.
 Williams, Harry, Mus. Co.
 Mogull Music Corp.
 Monaco, James V., Inc.
 Monmar Music, Inc.
 Mood Music Co., Inc.
 Morris, Edwin H., & Co., Inc.
 Mercer & Morris, Inc.
 Morris, Joe, Music Co.
 White-Smith Mus. Pub. Co.
 Movietone Music Corp.
 Musette Publishers, Inc.
 Music Makers Publishing Co.
 Berk, Lew, Music Co.
 Music Workshop
 Musical Works
 Mutual Music Society, Inc.
 Myers Music
- National Music Pub. Corp.
 Nazarene Publishing House
 Bilhorn Bros. Mus. Co.
 Lillenas Pub. Co.
 New World Music Corp.
 Noble Music Co., Inc.
 Northern Music Corp.
 Novelty Music Company
- O'Flynn, Charles, Publications
 O'Kay Music Company
 Oriole Music Corp.
 Orten Music Company
 Owens-Kemp Music Co.
 Oxford Music Corp.
 Oxford University Press, Inc.
- P.D.S. Music Publishers, Inc.
 Paramount Music Corp.
 Popular Melodies, Inc.
 Spier & Coslow, Inc.
 Paull-Pioneer Music Corp.
 Rossiter, Harold, Mus. Co.
 Paxton Music, Inc.
 Pepper, J. W., & Son, Inc.
 Photo Play Music Co., Inc.
 Luz Brothers Music Pubs.
 Music Buyers Corporation
 Piantadosi Music Publications
 Pic Music Corp.
 Pickwick Music Corp.
 Ahleim, Walter C., Music Co.
 Clifford, Frances, Music Co.
 Maison-Blanche Music Co.
 Piron, A. J., & Co.
 Sun Music Co., Inc.
 Thomas, George W., Mus. Co.
 Weil, Milton, Music Co., Inc.
- Williams, Clarence, Music
 Pub. Co., Inc.
 Piedmont Music Co., Inc.
 Pinkard Publications, Inc.
 Pinkard Publications
 Players Music Corp., The
 Plymouth Music Co., Inc.
 Browne, Ted, Music Co.
 "Pops" Music Publishing Co.
 Popular Music Co.
 Portilla Music Corp.
 Presser, Theodore, Company
 Pyramid Music Co.
- R. F. D. Music Pub. Co., Inc.
 Record Music Corporation
 Record Songs, Inc.
 Reinbert & Co., Inc.
 Remick Music Corp.
 Remsen, Alice
 Renault Music Co., Inc.
 Rene, Leon, Publications
 Rhyme & Rhythm, Inc.
 Rialto Music Pub. Corp.
 Ricordi, G., & Co. (of N. Y.)
 Ringle, Dave
 Congress Music Co.
 Famous-Writers Co.
 Goulden Leng Co.
 Krey, Geo. M., Co.
 Maytone Music Publishers
 Sleepy Valley Music Co.
 Tracy Wm., Pub. Co.
 United Music Co.
 Victory Music Co.
 World Music Co.
 York & King Pub. Co.
 Ritchie Music Co., Inc.
 Ritter, Tex, Music Publications,
 Inc.
 Robbins, J. J., & Sons, Inc.
 Algonquin Pub. Co.
 Gordon, Hamilton S.,
 Estate of
 Gordon, Hamilton S., Inc.
 Gordon, Hamilton S., Music
 Pub.
 Gordon, S. T., Music Pub.
 Gordon, S. T., & Son, Music
 Publishers
 Himan, Alberto, Music Pub.
 Wise, Jessie Moore
 Wise, Wm. H., & Co.
 Robbins Music Corporation
 Abrahams, Maurice, Inc.
 Metro-Goldwyn-Mayer Corp.
 Out of the World Pub. Corp.
 Sonnemann Mus. Co., Inc.
 Twentieth Century Music
 Corp.
 Universal Music Corp.
 Whiteman, Paul, Publications
 Wiedoeft, Rudy, Mus.
 Pub. Co.

• • • **ASCAP Publisher Members** • • •

- Robert Music Corporation
 Cecille Music Co., Inc.
 Rodeheaver Co., The
 Ross, Charles. Music Co., Inc.
 Rossiter. Will
 Row, R. D., Music Co.
 Riker, Brown & Wellington,
 Inc.
 Row, R. D., Inc.
 Roy Music Co., Inc.
 Royal Music Publisher
 Rubank, Inc.
 Carlson, M. L.
 Finder & Urbanek
 Victor Music Co.
 Ruval Music Co.
 Rytvoc, Inc.
 Burke Doyle Music Co.
 Major Music, Inc.
 Tesio, P., & Sons
 Tesio-Major
- St. Nicholas Music Publishing
 Co.
 Sanson Music Co.
 Santly-Joy, Inc.
 Santly Bros., Inc.
 Santly Bros.-Joy, Inc.
 Santly-Joy-Select, Inc.
 Select Music Publications,
 Inc.
 Saunders Publications
 Schirmer, G., Inc.
 Heffelfinger, R. W.
 Sanders-Weiss, Inc.
 Schroeder, D. L.
 Schroeder & Gunther, Inc.
 Schwarz, Merrell, Music Co.,
 The
 Shapiro, Bernstein & Co., Inc.
 Shattinger, Inc.
 Shattinger Piano & Music Co.
 Shawnee Press, Inc.
 Shilkret, Nathaniel, Music Co.,
 Inc.
 Quincke, W. A., & Co.
 Shubert Music Pub. Corp.
 Simon, George, Inc.
 Sinatra Songs, Inc.
 Skidmore Music Co., Inc.
 Skokie Music Co.
 Mike-Tunes
 Skylark Songs Music Publisher
- Smith, Ethel. Music Corp.
 Smith-Foley Music Publications
 Society for the Publication of
 American Music, Inc.
 Songs, Inc.
 Southern Music Company
 Southern Music Pub. Co., Inc.
 Spier, Larry, Inc.
 Helf & Hager Co.
 McKinley Music Co.
 Root, Frank K., & Co.
 Spina-Green Music Corp.
 Spitzer, Henry, Mus. Pub. Co.,
 Inc.
 Standard Music Publishers, Ltd.
 Stanwood Music Corp.
 Starlight Music
 Stasny Music Corp.
 Bibo-Lang, Inc.
 Stasny-Lang, Inc.
 State Music Pub. Co., Inc.
 Stephens, Bob, Inc.
 Stept, Inc.
 Stone Music Corp.
 Summy, Clayton F., Co.
 Sunset Music Publishers, Inc.
 (Formerly: Sunset Music
 Publishers)
 Superior Music, Inc.
 Supreme Music Corporation
- Tempo Music, Inc.
 Tempo Pub. Co., The
 Thomas, John, Music Corp.
 Thornhill Music Co.
 Tin Pan Alley
 Tobey Music Corporation
 Tobias & Lewis, Music Pubs.
 Tone Music Co.
 Towne Music Corp.
 Charles Music Corp.
 Transcontinental Music Corp.
 Triangle Music Corp.
 Tropical Music Publishers
- United Music Corp.
 University Music Corp.
 Brown & Henderson, Inc.
 Urban Music Publications
- Valando Music Corp.
 Variety Music
 Victor Publishing Co.
 Victoria Publishing Co.
- Viking Music Corp.
 Villa-Lobos Music Corp.
 Villa-Moret, Inc.
 Vogel, Jerry, Music Co., Inc.
 Crumit, Frank, Songs Co.
 Haviland, F. B., Pub. Co.
 Worth, Geo. T., & Co.
 Volkwein Bros., Inc.
 Agnew, J. E., Publications
 (Band & Orchestra
 Catalog Only)
 Bellefield Pub. Co.
 Caton Pub. Co.
 Crist, D. W.
 Dalbey, W. R., Music Co.
 Groene Music Pub. Co.
 Hall, Ellis B.
 Heltman, Fred
 Nirella, Danny
 Southwell, Geo., Pub. Co.
 White House Publications,
 The
 Von Tilzer, Harry, Music Pub.
 Co.
- Warnow, Mark, Music
 Warock Music, Inc.
 Warock Music Co.
 Warren, Harry, Music, Inc.
 Waverly, Jack
 Weingarten, David, Music
 Publications
 Weintraub Music Company
 Weiss, Sam, Music, Inc.
 West'rn Music Pub. Co.
 Whale Music Corp.
 Whalen Music
 Williamson Music, Inc.
 Willis Music Co.
 Windsor Music Corp.
 Witmark, M., & Sons
 Wood, B. F., Music Co.
 Woodward Music, Inc.
 Words & Music, Inc.
 Davis, Coots & Engel, Inc.
 Engel, Harry, Inc.
 Keit-Engel, Inc.
 World Music, Inc.
 Worth, Bobby, Music Publishers,
 Inc.
 Yankee Music Pub. Corp.
 Italian Book Co., Inc.
 Yellen and Fain

BROADCAST MUSIC, INC.

By **CARL HAVERLIN**

President

IF HISTORY repeats itself, the first year of BMI's second decade will be one of continuing gains and consolidations, rather than of spectacular growth. In the past years, we have tried to conduct our business, as any business might, by constantly improving both product and service.

The past year has seen the fruition of significant publishing ventures in the field of American music, such as Carl Sandburg's New American Songbag, Songs of the Confederacy, and the Square Dance Book.

While special attention has been given to fostering folk music—with the result that one third of total BMI AM performances in 1950 were folk music—BMI has not avoided its obligations on the wider international scene. Simultaneous with the strengthening of our native roots, BMI has entered into bilateral agreements with the performing rights societies of Spain, Belgium, Austria and Portugal.

BMI has long fostered writers as individuals and it has recently established its writers plan. We are proud of the progress made by this department in the past year. Some of the writers have been responsible for Hit Parade and Honor Roll of Hit Tunes, such as Pee Wee King (Tennessee Waltz, Bonaparte's Retreat); Woody Guthrie (So Long), etc.

As an extension of service, and at the request of several state associations, the well known BMI Program Clinics, which have brought over fifteen hundred station executives to New York has gone out into the field.

OFFICERS OF BMI are: Carl Haverlin, president; Sydney M. Kaye, vice-chairman of the board and general counsel; Robert J. Burton, vice-president in charge of publisher relations; Charles A. Wall, vice-president in charge of finance; Roy Harlow, vice-president, station series; Jean Geiringer, vice-president, foreign relations; Charles E. Lawrence, assistant treasurer, and Alexander D. Nical, controller.

DIRECTORS (elected annually): Justin Miller, chairman; Sydney M. Kaye, vice-chairman; Herbert V. Ackerberg, CBS; John Elmer, WCBM; Walter Evans, Westinghouse Radio Stations, Inc.; Carl Haverlin, BMI; William S. Hedges, NBC; Herbert Hollister, KBOL; Leonard Kapner, WCAE; Joseph A. McDonald, ABC; Paul W. Morency, WTIC; J. Leonard Reinsch, WSB; J. Harold Ryan, Fort Industry, Inc. and James E. Wallen, MBS.

BMI Publishers

- Aaron Music Company
Acuff-Rose Publications
Adams-Vee & Abbott, Inc.
Adanac Music Company
Airlane Music, Inc.
Aladdin Music Publications
Alzquin Music, Inc.
Allegro Music, Inc.
Allen Rick Publications
Allied Music, Inc.
Alvin Music Corporation
American Composer's Alliance
American Music, Inc.
American Performing Rights Society
Amigo Music Publishing Co.
Andrea Music Co.
Anson Music Publishing Co.
Appleton-Century, D. Co., Inc. (B.M.I.)
Aragon Music Company
Arberne Music Co.
Ardey Music Company
Arlene Music Co.
Arcna Stars Incorporated
Arrow Music Press, Inc.
Associated Composers, Inc.
Associated Music Publishers, Inc.
Atlantic Music Corp.
Aurora Music Publishers
Autry, Gene Music Publishing, Inc.
Avery Music Company
Avon Music, Inc.
Ball Music Publishing Company
Ballet Russe de Monte Carlo (BMO—"Gaité Parisienne")
Banbury Music, Inc.
Bandbox Music Incorporated
Bar Music Publishing Company, Ltd., The
Barclay Music Company
Barron Music Company
Bartlett & Hartman Music Publishers, Inc.
Baton Music Publishers
Beacon Music Company
Becker-Williams Publications
Beechwood Music Corp.
Bell Music Co.
Bellmore Music Pub. Co.
Bell-Tone Music Publishing Co.
Berger Publishing Company
Berwick Music Corp.
Beverly Music Company
Big "D" Pub. Co.
Billmore Music, Inc.
Blane Music Company
Blazon Music Company
Block, Martin Music Inc.
Bluebird Music Company
Blue Note Records
BMI Canada Ltd.
Bomart Music Corp.
Bradshaw Music Co.
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
Castle Music Pub. Co.
Cavalier Music Pub. Co.
Celestial Music Pub. Co., Inc.
Century Songs, Inc.
Cerabino, Joseph
Charill Music Pub. Co.
Chase Music Co.
Checker Music Publishing Company
Chelsea Music Corporation
Cherio Music Publishers, Inc.
Chords Music Publishers
Christian Music Publishing Co.
Cille and Dail Publications
Cinephonic Music, Inc.
Claremont Music Company
Click Music Publishing Company
Close Harmony Publications
Clow, O. B. (Estate of)
Coast to Coast Music Corp.
Cole Corporation, M. M.
Collwill Corporation
Colonial Music Publishing Co., Inc.
Columbia Music Publishing Company
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
Crowell Music Pub. Co.
Cundy-Bettony Co.
Dallas Music Co., Inc.
Dana Music Co., Inc.
Dance Music Corp.
Daniel's Music Publishing Company
Darrell, Jack Music Publisher
Davis & Ostergard
Davis Music Company
Dawn Music Co.
Dayton Smith Publications
D. Davis & Co., Pty.
D. Dreyer Co., Inc.
Delaware Music Co.
Dennis Music Co.
Dexter, Al and Paris, James
Dexter, Al, Music Publishing
Dinchart 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
Dunhill Music Corp.
Dunray Music Company
Duo Music Publishing Corp.
Eagle Music Publishing Corporation
East Coast Music Publications
Eberle-Maxted Music Co.
Eccma Music Company
Echoes of Victory Music Pub. Company
Editions Musicales Victoria Musical Editions
Editora Dominicana De Musica, C. Por A.
Edizioni Kramer (Milano)
Edizioni Mascheroni (Milano)
Edizioni Musicali Di Lazzaro
Edizioni Musicali Italiane
Edizioni Savini Zerboni
Edlee Music Corp.
Edward Music Service
Edwards, Norman, Music Pub.
Elkane Music Company
Elliott, Lewis
Elmore, C. M. Publisher
Elsmo Bros. Publishers
Elwood Publishing Co.
Embassy Music Corp.
Emco Music Company
Emerald Music Company
Emerson Music Publications, Inc.
Encore Music Publications, Inc.
Enos, Clyde
Esquire Music Co.
Essay Music Company
Excelsior Music Publishing Co.
Executive Music Corporation
Fairfax Music Company
Fairway Music Corp.
Fame Music Company
Fargo Music Inc.
Fi-Del Music Publishing Co.
Fine Songs
Fletcher Publishing Company
Florida Music Company

B M I Publishers

- Fiye-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.
 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.
 Gainsborough Music Inc.
 Gala Music Publishing Corp.
 Gale & Gale, Inc.
 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
 Green Music Publications
 Guinard, Clinton
 Guy Publishing Company, The
 H. M. Banner Publications
 Halama, Frank J., Publications
 Hlmac Company
 Hamilmeyer Music Publishing
 Company
 Hanna & Co. Music Composi-
 tions
 Happy Songs, Inc.
 Harcourt, Brace & Co., Inc.
 Harmony House
 Harmony Music Publishers
 Hartmann, Edward & Lynette
 Hartmann & Van Horn
 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
 H. libilly Music Publishing Co.
 Hilliard-Currie Music Publishers
 Hillside Music Publishers
 Hinds, Hayden & Eldredge, Inc.
 (B.M.I.)
 Hit Parade Publications
 Hockenhull's Music Publications
 Hoffman, Carrie
 Holden, Alfred H.
 Holdsworth, Elmer
 Hollis Music, Inc.
 Hollywood House Music Pub-
 lishing Co.
 Hollywood Melody Publishing
 Co.
 Hollywood Music Sales
 Hollywood-Western Music Co.,
 Inc.
 Holmes Publications
 Hoosier Music Publications
 Hopkins, Earle C.
 Horoscopes in Song
 House of Carols
 House of Fortune
 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
 Irving Tanz Music Corp.
 J.A.Y. Music Company
 Jackson Music Corporation
 Jahnke Publishing Company
 Jardy Music
 Jarman Publications, Ltd.
 Jay-Dee Music Corporation
 Jay Method, Publisher
 Jean Music Company
 Jill Music Co.
 Jim Bulleit Music Corp.
 Jo-Ann Music Company
 John Mason's Pub. Co.
 Johnstone-Monte, 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.
 Kelton-Romm Music Company
 Kennedy Music Company
 Kenneth Publishing Company
 Kerr, Edward
 Key Music Company
 Keyser Music Publisher
 Keystone Music Co.
 King-Del Music Publishers
 Kingsbury Music, Inc.
 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
 L & B Publications
 La Chapelle Music Publications
 La Rue Publishing Company
 Langley Music Co.
 Lang-Worth Publications, Inc.
 Lanier Music Company
 Latin American Publishing Corp
 Laura-Lea Music
 Laurel Music Publishers, Inc.
 Lawndale Music Publishers
 Leal, Felipe Valdes
 Lee, Robert, Music Publishers,
 Inc.
 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.
 Linco'n, 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 Co.
 Lynn Music Corp.
 Lynne Music Company
 Lyric Music Co.
 M. and F. Music Publisher, The
 M-E Melodies

B M I Publishers

- M. R. E. Music Co.
 Mac Angelo
 MacFarlane, Thomas M.
 Mac Gregor, Grant
 Mack Music Company
 Mack-Nell Publications
 Mackley Music Publishing Co.
 Maestro Music Company
 Magnet Music, Inc.
 Magnolia Music Corp.
 Main Music Publishing 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
 Mar-Lec 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
 Maywood Music Co.
 McCall and Malin Publishing Company
 McClaran, Olive Hanson
 McClellan Music Company
 McClure Music Company
 McClure, Ruth D.
 McCune Music Company
 McDonald, J. K.
 McDonald Music Company, The
 McDowell, Frances Grider
 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
 Mercer Music
 Mercury Music
 Merit Music, Inc.
 Merit Music Publishing Co.
 Meritt Publications
 Merrymount Music Press
 Merrywood Publishers
 Metro Music
 Metropolitan Music Company
 Metropolitan Music Publishers
 Michael Music Co., Inc.
 Micor Publishing Company
 Midland Music Company
 Midwestern Publishers
 Millbrook Music
 Millburn Music Publishers, Inc.
 Milligene 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
 Menroe Music House
 Monroe Publications
 Moon Ray Music Publishers
 Morris Music Publications
 Morrison & Ewing
 Morrison Music Company
 Morrissey Music Company
 Morse, Dave, Studio Pub. Co.
 Morton Music Corp.
 Motley Music Publishing Co.
 Motor City Music Publishers
 Mount Vernon Publications
 Mountain 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
 Nacham Nardi
 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.
 Nimsilla 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.
 Oriole Tunes
 Orpheum Music Corp.

BMI Publishers

- Oswaldo Farres Music, Inc.
Otten & Kemp
Out West Music Publisher, The
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 Music Corp.
Paragon Publishers
Paris, James B.
Pastor Music Co.
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.
Peikonen, Matt, Music Co.
Peloubet, William Spalding
Pemora Music Company, Inc.
Penn-Sylvan Publications
Personal Publications
Peskin Music Publishing Co.
Phoenix Music Corp.
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
Rainer 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.
Roque, Julio
Rork, Ernest A., & Son
Rosemart Music Co.
Rosetti, Joseph
Roslyn Music Company
Ross & Howard
Rossi, Edward
Rossi, Edward and Louis
Roth, Howard H., & Co., Inc.
Rousseau Publishing Co.
Roxy Music Corp.
Royal Crown Music Company
Royal Gorge Music Publishing
Royal Music Corporation
Royalty Music Company
Rubens, Mark
Ruby Music Co.
Rudy Vallee Music Publications
Rujanart Music Publications
Rumbalero Music, Inc.
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.
Schirmer, E. C., Music Co.
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
Shealy Music Pub. Co., Inc.
Shelby Music Publishing Co.
Sheldon-Mitchell Pub. Corp.
Sheldon Music, Inc.
Shermack Company
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
Skylark 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

B M I Publishers

- Sommers, Henry J.
 Songette Publishing Co.
 Song-Ranch Publications
 Song Shop, The
 Song-Tex Music Company
 Song Writers' Cooperative, Inc.
 Sonorous Music Co., Inc.
 Sons Music Pub. Co.
 Sophisticate Music, Inc.
 Sorority Fraternity Record Co.
 Spanish Music Center
 Spartan Music Publishers
 Spencer Music Corp.
 Spin Music
 Spitzer Songs, Inc.
 Spotlight Music Company
 Spry Music Publishing Co.
 Staff Music
 Staff Music Corporation
 Stan-Host Melodies
 Standard Publications
 Star Music Co.
 Stark Music Printing Company
 Starlight Music Company
 Stavlin Milt, Music Company
 Steele, Ted, Publishing Co.
 Stein, Rose Yvonne
 Stern, Jos. W., & Co. (E. B. Marks)
 Stern Music Publishing Co.
 Steven, Arthur Publications
 Stevens Music Company
 Stevens Music Corporation
 Stevens, Thomas A.
 Stone, Irving
 Stone Jack & Associates
 Stover Music Company
 Strand Press Music Publishers
 Stratton, A. D., Music Co.
 Stuart Music, Inc.
 Staart Hambleu Music Co.
 Sudlik & Siegel
 Sultan Associates
 Sun Ray Music Publishers
 Sundial Songs
 Sunnyside Music Publications
 Sunrise Music Company
 Superior Melodies Publishing Co.
 Sutton Music Company
 Swansongs Publications
 Sweet Music Publications
 Sweet, William R.
 Swing & Tempo Music Co.
 Swing Music Publishers
 Symbolic Music Publishing Co.
 Syncopation Songs
 Syndicate Music Publishers, Inc.
 Szathmary, Irving
 Tannen Music, Inc.
 Taps Agency
 Tara Music Company
 Tele-Mus Publishing Company
 Tennessee Music Corp.
 Terry Tune Studios
 Televisic Music Company
 Thomas-Cole Publishing Co.
 Tic-Toc Publishing Company
 Tiffany Music Company
 Tiffany Productions, Inc.
 Timberland Publishing Co.
 Time Music Company
 Times Square Music Publishing
 Tingor Music, Inc.
 Tinker, Bill
 Toby Music Publishers
 Tomerlin, Lysle
 Tompkins, Clarence F.
 Tompkins, Clarence & Cuff, Paul
 Tono Record Co.
 Topik Tunes
 Tourjee, Leo Eben
 Tracy Music Company, Inc.
 Trans-American Music Pub.
 Transatlantic Music Company
 Treasure Music Publishers
 Trend Music
 Triad Music Company
 Trianon Publications
 Trinity Music Co., Inc.
 Trio Music Company
 Tropical Song Counter
 Trutone Publishing Company
 Tune-House Publications
 Tune Shop Music Publishers, Inc.
 Tune-Time Music
 Tune Towne Tunes
 Turner Tunes, The
 Turnpike Music, Inc.
 20th Century Music Publishers
 U. S. and International Music Publishers
 U. S. Music, Inc.
 Uhl & Ware
 Ultra Music Company
 Unger Music Publisher
 Unique Music Publishers
 United Artists Publishing Co.
 Universal Music Sales
 University Music Co.
 University of Toledo
 University Publishing Company
 Uranus Music Company
 Val Music Corporation
 Valentine Music Publications
 Valiant Music Company, Inc.
 Valjean Music
 V Hley-Hill Music Co.
 Valor Publications
 Van Brunt Publishing Company
 Van Dorn
 Van Russ Music
 Vance Music Company
 Vander Music Company
 Vanguard Songs
 Van's Music Company
 Variety Music Company
 Vavrin & King
 Velleca Publishing Company
 Vernon Music Publishers
 Versailles Music Co., Inc.
 Vicca's Music Co.
 Victory Music Company
 Village Music Co.
 Vogue Music Corporation
 Volunteer Music Pub. Co.
 Volunteer Music Sales Co.
 Von Hallberg Music Company
 Wade Franklin, Publications
 Wahl, J. Frederick
 Walden, Orville C.
 Waldman, Irving, Music Pub.
 Wallace Publishing Company
 Ward, Allan W., Music Pub.
 Warner Studio
 Warren Publications
 Washburn, Rozella T.
 Washington Music Bazaar
 Waters Music Publishing Co.
 Watkins Music, Inc.
 Watson, W. A.
 Wayne, D., Music Publishing
 Weaver, Jesse E.
 Webster Music Company
 Weeks Publisher
 Wemar Music Corporation
 Wentworth, Martha
 Wesjay Music Corp.
 West Coast Music Publishers
 Whimsy, Ltd.
 White Mountain Music
 White Way Music Company
 Whitney, F. E., Publications
 Wilcox Music Publishing Co.
 Willard Herring, Ltd.
 Williams, Albert
 Wilson Publishing Co.
 Winchester Music Inc.
 Winfield Music, Inc.
 Wing Music Corp.
 Winner Music
 Winters, Leo, Inc.
 Winthrop, G. & Company
 Wise Music Publications
 Witro Music Publishing Co.
 Wizell, Murray, Music Co.
 Wolfe, Hugh J.
 Wood Song and Record Co.
 Woodward, Harry, Music Pub.
 Woodland Music Company
 Woods Music Co.
 World Music Co.
 Worldwide Music Publishers
 Wright Publishing Company
 Wrightman, Neale Publishers
 Wyner Music Publishers

NOTE: BMI publishers of Religious Music, special releases of individual compositions and the scores and songs of colleges and universities, are not included in this listing.

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 fourth 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 Haertel—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.

AMP Board of Directors: Carl Haverlin, President of BMI; William Hedges, NBC; Sydney M. Kaye, Vice-President of BMI; Paul Morency, WTIC; J. Harold Ryan, Fort Industry Company; M. E. Tompkins.

AMP officers: Sydney M. Kaye, Chairman of the Board; M. E. Tompkins, President and Secretary; Karl Bauer, Vice-President; Earl B. Hall, Vice-President; Charles A. Wall, Treasurer.

Publishers

Associated Music Publishers,
Inc., New York
Edition Belaieff, Paris
Edition Bote & G. Bock, Berlin
Breitkopf & Haertel, Leipzig
Breitkopf Publications, Inc.,
New York
Broadcast Music, Inc.,
New York
EMI-Canada, Ltd., Toronto
Ludwig Doblinger, Vienna
Edition Max Eschig, Paris
C. F. Kahnt, Leipzig
F. E. C. Leuckart, Munich
Edition Adolph Nagel, Hanover
Cesterreichischer Bundesverlag,
Vienna
Pro-Art Publications, New York
Russian-American Music Pub-
lishers, Inc., New York
Schott & Company, Ltd., London
B. Schott's Soehne, Mainz
N. Simrock, Leipzig
Casa Musicale Sonzogno, Milan
Universal Edition, Vienna



SEMI-CLASSICAL



POPULAR
BLUES &
RACE



WESTERN
& FOLK

AND NOW!



FOR POLKAS

WALTZES AND DUTCH-HOPS

PROMPT STATION & DISC JOCKEY SERVICE

SWCI RECORDS

2261 EARL ST., LOS ANGELES 39, CALIF.
BMI AFFILIATE

SESAC, Inc.

By **PAUL HEINECKE**

President

IN contemplation I realize that for a long time I have been devoting my energies to the cause of music. It has been from a place in the world of music that I have witnessed each phase of the growth and change of the half century. Fifty years with melody — and twenty of those satisfying years at the helm of SESAC. As we leave a momentous year and meet the challenge of the next, I think it more fitting to dwell for a moment on the shape of musical things as they are, than those to come.

SESAC's purpose, generally speaking, has always paralleled the industry's — to satisfy a growing need for rewarding listening across the land. Its publishers have made steady strides in the public interest — contributing to the American culture, catering to the fundamental musical tastes of our people.

We are today making available to all music users the works in over 200 outstanding catalogs, an immense repertory of durable standard music that will continue to grow and go on meeting the test of time. SESAC music, by virtue of our complete Performance License coverage, now blankets the nation.

I am glad to also report that our SESAC Transcribed Library — has become a solid sales stimulant and a real Radio Station operational support — presently at 4000 brilliantly produced selections as well as hundreds of bright salable script shows commercially tested and proven — a fine volume of program notes and a practical, workable Catalog of Bridges, Moods and Themes.

We are proud to offer our big, complete and different Library Service at a rate within every station's reach. It should be of particular satisfaction to discriminating broadcasters who demand balanced musical fare, as light on the ears as on the budget.

Music shall always be a great force in our way of life. Whatever the future asks of radio, SESAC shall continue to mean good listening with "the Best Music in America."

My warmest greetings to you all. May 1951 be the harbinger of lasting good will at home and abroad.

• • • SESAC Publishers • • •

- Accordion Music Publishing Co., 46
Greenwich Avenue, New York 11
including:
Deiro, Pietro
- Adamus, A. (See "P.W.P.")
- Adamus, Zenobiusz (See "P.W.P.")
- Albright Music Company (See National
Music Company, Inc.)
- Alford, Harry L. (Estate of)
- Alkire, Eddie, Publications, Easton, Pa.
- Amsco Music Publishing Co., 240 W. 55th
St., New York 19
- ARCT, M., Warsaw, Poland (See
Wydawnictwo Muzyczne Arcta)
- Ashmall, Wm. E., Company (See Mc-
Laughlin & Reilly Co.)
- Augsburg Publishing House, 425 South
4th St., Minneapolis 15, Minn.
- Avalon Music Publishing Co. (See Stir-
ling Music Publishing Co.)
- Babwin Publications (See Pallma Music
Products)
- Barnes, A. S. and Company, Inc., 101 -
5th Ave., New York 3
- Barnhouse, C. L., Company, 110 B Avenue
East, Oskaloosa, Ia.
- Bartlett, E. M. (See Brumley, Albert E.)
- Barwicki, K. T. (See "P.W.P.")
- Bass Co., The, Music Publishers (See
King Music Publishing Corp.)
- Beazley, Samuel W., & Son (See Stamps-
Baxter Music & Printing Co. and
Tennessee Music & Printing Co.)
- Beirly, Alfred, Co. (See Chart Music
Publishing House, Inc.)
- Bendix Publishing Corp. (See National
Music Company, Inc.)
- Benson, John T., Publishing Co., 136 -
4th Ave. N., Nashville, Tenn.
- Berge Music Co. (See McLaughlin &
Reilly Co.)
- Braun Music Co., 609 S. Paulina St.,
Chicago 12
including:
Braun, Hubert J.
Braun Organization, The
- Breuer, Harry, 1650 Broadway, New
York 19
- Broadcast Music Publishers (See Na-
tional Music Company, Inc.)
- Brumley, Albert E., and Sons, Powell, Mo.
including:
E. M. Bartlett
- Bryant Music Company, Route No. 3,
P. O. Box 511, Orlando, Fla.
- Capitol Music Co. (See National Music
Company, Inc.)
- Cardilli, M. V. (See Cerruti, John M.)
- Catholic Music Co. (See McLaughlin &
Reilly Co.)
- Central Music Co., 14754 Dickens St.,
Sherman Oaks, Calif.
including:
Ramsey, Will M.
- Century Music Publishing Co., 47 W. 63rd
St., New York 23
including:
Heritage Music Publications, Inc.
Keyboard Publishing Co.
- Cerruti, John M., 140 Mulberry St., New
York 13
including:
Cardilli, M. V.
- Chart Music Publishing House, Inc., 506
S. Wabash Ave., Chicago 5
including:
Beirly, Alfred, Company
Coanacher, B.
Huffer, Fred K.
Littig, Frank, Music Publishing Co.
Warde, Harry
Warner, F. Eugene
Western Accordion Music Company
- Choral Press, 1304 Chicago Ave., Evans-
ton, Ill.
- Church Music Co., The, 5931 Rand,
Buena Park, Calif.
including:
Grammer, Frank
- Clayton, Norman J. (See Gospel Songs,
Inc.)
- Clef Music Corp., 797 - 8th Ave., New
York 19
- Coanacher, B. (See Chart Music Pub-
lishing House, Inc.)
- Composers Press, Inc., The, 853 - 7th
Ave., New York 19
- Concord Music Publishing Co., Inc., P. O.
Box 604, Grand Central Annex, New
York 17
- Craig, Ivy E., Mt. Gilinda, South Rho-
desia, Africa (See Sacred Music
Foundation)
- Cummings, M. Homer, Box 390, Wheel-
ing, West Va.
- Czytelnik-Warsaw (See "P.W.P.")
- Daniel, John, Quartet Song Publishers,
2607 Belcourt Ave., Nashville 5,
Tenn.
- Dawson, L. William (See Music Press)
- Dean, Emmet S.
Dean & Edmiaston
Dean & Evridge
Dean & Franklin
Dean & Hensley
Dean & Morgan
Dean & Sebren
- } (See Firm Founda-
tion Publishing
House)
- Deiro, Pietro (See Accordion Music Pub-
lishing Co.)
- Denison, T. S., & Company, 315 Fifth
Ave. S., Minneapolis 15, Minn.

• • • **SESAC Publishers** • • •

- Denson Trio Music Co. (See Tennessee Music & Printing Co.)
- Denson-Parris Music Co. (See Tennessee Music & Printing Co.)
- Di Bella, O., Music Co., 162 E. 116th St., New York 29
- Edition Gil-Ron (See "IPA," Israel Publishers Agency)
- Edition Hazemer (See "IPA," Israel Publishing Agency)
- Edition "Jastrzab" (See "P.W.P.") including:
Rudnicki, Walery
"W. J. R."
Rzepecki, J.
- Edition Pizmon (See "IPA," Israel Publishers Agency)
- Editions Pro Arte (See "P.W.P.")
- Eulenburg, Ernst, Ltd., 36-38 Dean St., London, W1, England
- Fairbank, H. W., Company (See National Music Co., Inc.)
- Ferrill, J. W. (See National Music Co.)
- Firm Foundation Publishing House, P. O. Box 77, Austin 22, Tex. including:
Dean, Emmet S.
Dean & Edmiaston
Dean & Eyrldge
Dean & Franklin
Dean & Hensley
Dean & Morgan
Dean & Sebrén
Ramsey & Parker
Trio Music Co.
- Fitzsimons, H. T., Co., Inc., 615 N. LaSalle St., Chicago 10
- Forberg, Rob., 2303 Pershing St., Durham, N. C.
- Fouts-Payne Mus. Co., P. O. Box 353, Oak Ridge, Tenn.
- Future Music (See National Music Co., Inc.)
- Gebethner & Wolff, Warsaw, Poland
- Georgi & Vitak Music Co. (See Vitak-Elsnic Co.)
- Gilbert Music Company (See McLaughlin & Reilly Co.)
- Goddard Publishing Corp., 6060 Hollywood Blvd., Hollywood 28, Calif. including:
Target Music Co.
Europa Music Co.
- Gornston, David, 117 West 48th St., New York 19
- Gospel Music Publications (See Hathaway, Franklin Earl)
- Gospel Songs, Inc., Box 10, Malverne, N. Y. including:
Norman J. Clayton
- Grabzewski, F., Lodz, Poland
- Grammer, Frank (See Church Music Co.)
- Hall Music Co., The, P. O. Box 229, Maryville, Tenn.
- Hall & McCreary Co., 434 S. Wabash Ave., Chicago 5
- Hanson, Eddy (See National Music Company, Inc.)
- Harmonia Edition Publishing Co. (Estate of) including:
Harmonic Publications
Rondo Publications
- Harmonie Publications (See Harmonia Edition Pub. Co.)
- Harper & Brothers, 49 E. 33rd St., New York 16
- Hartford Music Co., The, Powell, Mo.
- Hart's Music Company (See National Music Co., Inc.)
- Hathaway, Franklin Earl, Music Publisher, 69 W. Washington St., Chicago 2 including:
Gospel Music Publications
- Henson, J. M., Music Co., 214 Capitol Ave. S.E., Atlanta 3, Ga. including:
Morris-Henson Music Co.
Southern Music Plate Co.
- Heritage Music Publications, Inc. (See Century Music Pub. Co.)
- Hoffman, Raymond A., Co., 118 W. Ohio St., Chicago 10
- Holbrooke, Josef (See Modern Music Library)
- Huffer, Fred K. (See Chart Music Publishing House, Inc.)
- Idzikowski, Leon, Warsaw, Poland
- Idzikowski, M. (See "P.W.P.")
- "IPA," Israel Publishers Agency, P. O. Box 4345, Tel Aviv, Israel including:
"Iscam," Israel Society of Composers, Authors and Music Publishers, Tel Aviv, Israel
Edition Hazemer, Tel Aviv, Israel
Edition "Pizmon," Tel Aviv, Israel
Edition Gil-ron, Tel Aviv, Israel
Wilensky, Moshe, Tel Aviv, Israel
- "Iscam," Israel Society of Composers, Authors and Music Publishers (See "IPA," Israel Publishers Agency)
- Jastrzab (See "P.W.P.")
- Jeffress Music Company, Crossett, Ark.
- Jewell, Fred, Music Co., Worthington, Ind.
- Kanner Music Publishing Co. (See Top Music Publishers, Inc.)
- Keene, Hank, Inc., South Coventry, Conn.
- Kelman Music Corp., 1674 Broadway, New York 19

• • • SESAC Publishers • • •

- Keyboard Publishing Co. (See Century Music Publishing Co.)
- King, K. L., Music House, Inc., Fort Dodge, Ia.
- King Music Publishing Corp., 797 - 8th Ave., New York 19
including:
Bass Co., The, Music Publishers
- Kjos, Neil A., Music Co., 223 West Lake St., Chicago 6
including:
Max and Beatrice Krone
- Krachtus, John, Inc., 1574 North Halstead St., Chicago 22
- Krone, Max & Beatrice (See Kjos Music Co.)
- Lillenas Publishing Co. (See Nazarene Publishing House)
- Littig, Frank, Music Publishing Co. (See Chart Music Publishing House, Inc.)
- Liturgical Music Company (See McLaughlin & Reilly Co.)
- Liturgical Music Press, Inc., 68 West 125th St., New York 27
- Maciejowski, ZB. (See "P.W.P.")
- Markiewicz, Adam (See "P.W.P.")
- McLaughlin & Reilly Co., 45 Franklin St., Boston 10
including:
Liturgical Music Company
Catholic Music Co.
- Also including published copyrighted compositions taken over from:
Wm. E. Ashmall & Co.
Berge Music Company
John Singenberger
Otto Singenberger
Gilbert Music Company
- Mercury Music Corp., 47 W. 63rd St., New York 23
including:
Music Press, Inc.
Weaner-Levant Publications
Weaner, Maxwell
- Modern Music Library, 55 Alexandra Road, London, N.W. 8, England
including:
Josef Holbrooke
- Moniuszko Publishing Co. (See Zalewski, B. J.)
- Morris-Henson Music Co. (See Henson, J. M. Music Co.)
- Music Press, Tuskegee Institute, Ala.
including:
Dawson, William L.
- Music Press, Inc. (See Mercury Music Corp.)
- Music Products Corp. (See Pallma Music Products)
- National Music Company, 3404 Avenue G, Fort Worth, Texas
including:
Ferrill, J. W.
Quartet Music Company
Thomas, Alvis O.
Thomas, J. E.
- National Music Company, Inc., 69 W. Washington St., Chicago 2
including:
A bright Music Company
Bendix Publishing Corp.
Broadcast Music Publishers
(See Hanson, Eddy)
Capitol Music Co.
Fairbank, H. W., Company
Future Music
Hart's Music Company
Popular Music Publications
Select Music Company
Standard Music Company
(See Hanson, Eddy)
Standard Songs
(See Hanson, Eddy)
Windsor Music Company
- Also including published copyrighted compositions taken over from:
Hanson, Eddy
- Natgrass-Schenck, Inc., 141 W. 45th St., New York 19
- Nazarene Publishing House, 2923 Troost Ave., Kansas City 10, Mo.
including:
Lillenas Publishing Co.
- Network Music Publishers (See Top Music Publishers, Inc.)
- Northwestern Press, The, 2200 Park Ave., Minneapolis 4, Minn.
- Nowa Scena, Warsaw, Poland
- Nowacki, Henryk X. (See "P.W.P.")
- Oak Ridge Quartet Music Company, 220 Woodland Street, Nashville 6, Tenn.
- Pagani, O., & Bro., 289 Bleecker St., New York 14
- Pallma Music Products Corp., Beaumont, Calif.
including:
Pallma, Frank, Music Publisher
Music Products Corp.
Babwin Publications
Quincke, Walter A. (Compositions as per list issued.)
- Panella, Frank A., 273 Clearview Ave., Pittsburgh 5, Pa.
- Paragon Music Publishers, 83 Fourth Ave., New York 3
- Parks, J. A., Company, The, 223 W. Lake St., Chicago 6
- Parris Music Co. (See Stamp's Quartet Music Co.)
- Parris, O. A. (See Stamps Quartet Music Co.)

- Perry, F. Clark, Co. (See Tennessee Music and Printing Co.)
- Perry's Sons, A. W., Sedalia, Mo.
- Pioneer Music Press, 975 South West Temple, Salt Lake City 4, Utah
including:
Wheclwright, Lorin F.
- Podgorski, I., 2233 Orthodox St., Philadelphia 37, Pa.
- Polonia Publishing Co. (See Zalewski, B. J.)
- Polskie Towarzystwo Muzyki Wspolczesnej, Warsaw, Poland (See "P.W.P.")
- Poltawski, Aleksander (See "P.W.P.")
- Pomeranski, Zygmunt (See "P.W.P.")
- Popular Music Publications (See National Music Company, Inc.)
- Pro Arte (See Editions Pro Arte)
- "P.W.M.," Polskie Wydawnictwo Muzyczne, Krakow, Poland
- "P.W.P." Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers), Warsaw, Poland
- Affiliates:
Adamus, A.
Adamus, Zenobiusz
Barwicki, K. T.
Czytelnik-Warsaw
Edition "Jastrzab"
including:
Rudnicki, Walery
"W. J. R."
Rzepecki, J.
Editions Pro Arte
Idzikowski, M.
Jastrzab
Maciejowski, Zb.
Markiewicz, Adam
Nowacki, Henryk X.
Polskie Towarzystwo Muzyki
Wspolczesnej
Poltawski, Aleksander
Pomaranski, Zygmunt
Pro Arte
Scyfarth, G.
Slaski, H.
Towarzystwo Wydawnicze Muzyki
Polskiej
Wiehler, Z.
Witczyk, Stanislaw
"Zaiks" Zwiakzu Autorow, Kom-
pozytorow i Wydawcow
Zak, Czeslaw
Zaremba, Alojzy
- Quartet Music Company (See National Music Company)
- Quinke, Walter, A. (See Pallma Music Products)
- Radio City Guitar Studio, 32-18 88th St., Jackson Heights, L. I., New York
- Ramsey, Will M. (See Central Music Co.)
- Ramsey & Parker (See Firm Foundation Publishing House)
- Revival Music Company, The, Searcy, Ark.
including:
Walls, W. M.
- Ricart & Cia, Luis, S. L., Via Layetana 13, Barcelona, Spain.
- Rondo Publications (See Harmonia Edition Publishing Co.)
- Rozan Publishing Co. (See Zalewski, B. J.)
- Rudnicki, Walery (See "P.W.P.")
- Rzepecki, J. (See "P.W.P.")
- Sacred Music Foundation, The, 558 South Hope Street, Los Angeles 13, Calif.
including:
Tovey, Herbert G.
Craig, Ivy E.
- Sajewski, W. H., Music Publishing Co., 1017 Milwaukee Ave., Chicago 22
- Schmidt, Arthur P., Co., The, 120 Boylston St., Boston 12
- Schmitt, Paul A., Music Company, 86-88 S. 10th St., Minneapolis 2, Minn.
including:
Selmer, H. & A., Inc. (Compositions as per list issued.)
- Schuberth, Edward, & Co., Inc., 240 W. 55th St., New York 19
- Sebren, George W., Music Co. (See Tennessee Music & Printing Co.)
- 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, A. J., Company, The (See Tennessee Music & Printing Co.)
- Simon, Frank, Box 208, Middletown, Ohio
- Singenberger, John (See McLaughlin & Reilly Co.)
- Singenberger, Otto (See McLaughlin & Reilly Co.)
- Sisk Music Company, The (See Stamps-Baxter Music & Printing Co.)
- Slaski, H. (See "P.W.P.")
- Slater, Will W., Box 7178 Sylvania Station, Fort Worth 11, Texas
- Smith, Wm. J., Music Co., Inc., 254 W. 31st St., New York 1
- Southern Music Plate Co. (See Henson, J. M., Music Co.)
- Stamps-Baxter Music & Printing Company, Box 4007, Dallas 8, Texas; Chattanooga, Tenn.; Pangborn, Ark.
including:
Beazley, Samuel W., & Son (Publications copyrighted in 1925 and thereafter.)
Sisk Music Co.
Stamps, V. O., Music Company

• • • **SESAC Publishers** • • •

Stamps Quartet Music Company, Inc.,
916-18 West Jefferson Blvd., Dallas
8, Texas

including:
Parris Music Co.
Parris, O. A.

Standard Music Company (See National
Music Company, Inc.)

Standard Songs (See National Music
Company, Inc.)

Stirling Music Publishing Co., 117 W.
48th St., New York 19

including:
Avalon Music Publishing Co.

Target Music Co. (See Goddard Publish-
ing Corp.)

Teddlie, Tillit S., 2019 Jones St., Green-
ville, Texas

Tennessee Music & Printing Co., Cleve-
land, 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

Thomas, Alvis O. (See National Music
Company)

Thomas, J. E. (See National Music Com-
pany)

Top Music Publishers, Inc., 74 Riverside
Drive, New York 24

including:
Kanner Music Publishing Co.
Network Music Publishers

Tovey, Herbert G. (See Sacred Music
Foundation, The)

Towarzystwo Wydawnicze Muzyki Pol-
skiej, Warsaw, Poland (See
"P.W.P.")

Treasure Chest Publications, Inc., 240
W. 55th St., New York 19

Trio Music Co. (See Firm Foundation
Publishing House)

Tuskegee Institute (See Music Press—
William L. Dawson)

Vaughan, James D., Music Publishers,
Lawrenceburg, Tenn.

Vitak-Elsnic Co., 4815 S. Ashland Ave.,
Chicago 9

including:
Georgi and Vitak Music Co.

Walls, W. M. (See Revival Music Co.)

Warde, Harry (See Chart Music Pub-
lishing House, Inc.)

Warner, F. Eugene (See Chart Music
Publishing House, Inc.)

Warszawskie Towarzystwo Muzyczne
(Warsaw Music Society), Warsaw,
Poland

Weaner, Maxwell (See Mercury Music
Corp.)

Weaner-Levant Publications (See Mer-
cury Music Corp.)

Wells, Kenneth H., 445 N. Central Ave.,
Chicago 44

Western Accordion Music Company (See
Chart Music Publishing House, Inc.)

Wheelwright, Lorin F. (See Pioneer
Music Press)

Whitney Blake Music Publishers, 1585
Broadway, New York 19

Wiehler, Z. (See "P.W.P.")

Wilensky, Moshe (See "IPA," Israel Pub-
lishers Agency)

Windsor Music Company (See National
Music Company)

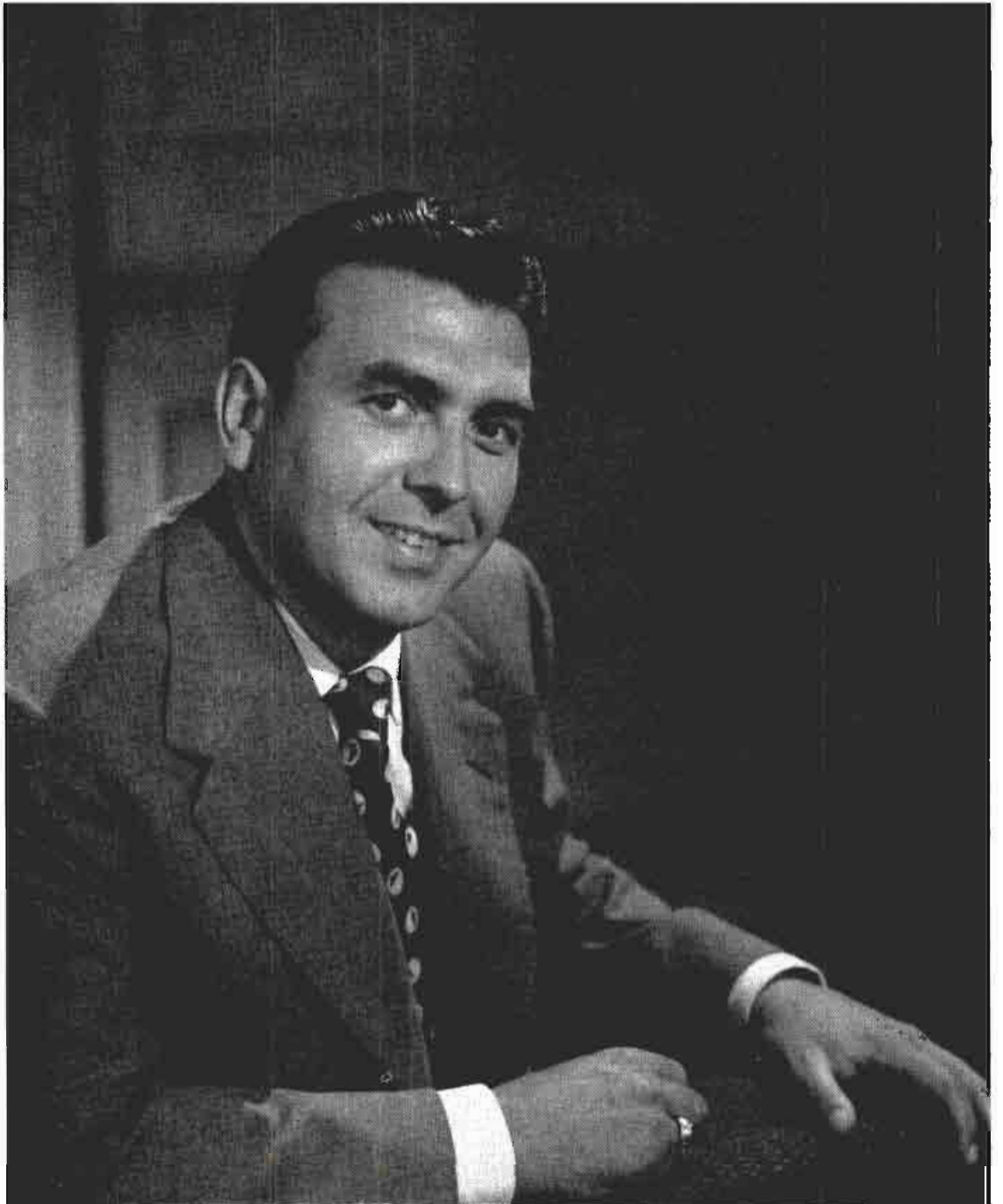
Winsett, R. E., Dayton, Tenn.

Witezyk, Stanislaw (See "P.W.P.")

"W.J.R." (See "P.W.P.")

Wydawnictwo Muzyczne Arcta, Nowy
Swiat 35, Warsaw

NOW THAT
YOU CAN
HAVE THE
BEST,
WHY BE
SATISFIED WITH
LESS?
AP



DENNIS JAMES



★ ★ ★ ★ ★ ★ ★ ★ ★ ★

BEHIND THE MIKE

RADIO—TELEVISION

Vocalists



Artists



Sports Commentators



News Commentators



Disc Jockeys



Announcers



Writers



Directors



Producers



Women Commentators



Home Economics Directors



Orchestra Leaders



Music Directors



Managers and Agents

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

NINETEEN FIFTY



“TWO TON” BAKER

The Friendliest Guy in Show Business

Radio — Records — Stage

Television

Vocal Artists

(RADIO AND TELEVISION)

—their work during 1950

— A —

ABLETT, KEN
Ken Ablett Sings
WCEN, Mt. Pleasant, Mich.

ACEVADO, MARIA ESTHER
WVJP, Caguas, P. R.

ADOLPHSON, IDA MAE
Songs of the Cross
KQOA, Siloam Springs, Ark.

AIKEN, DICK
Dick Aiken Sings
WTRR, Sanford, Fla.

ALBERT, EDDIE
Saturday Date
WTRY, Troy, N. Y.

ALEXANDER, DURELLE
Your Song and Mine
WBAP-TV, Fort Worth, Tex.

ALLEN EMORY
Songs for Sunday
WRBL, Columbus, Ga.

ALM, JEANNE
Jam For Supper
WDAY, Fargo, North Dakota

ALMAGUER, ROSITA
Dance Time
WOAI-TV, San Antonio, Tex.

AMERICA, TRIO
WCMN, Arecibo, P. R.

**ANDERSON, LES
CARROT TOP**
TV Shows: Carrot Top Anderson; Dude Ranch Varieties; Home Town Jamboree. Harmony House Radio Show, MBS. Recording Artist for Decca.

ANDERSON, MARTHA
KXEO, Mexico, Mo.

ANDERSON, PAUL
Breakfast With Bigelow's
WJTN, Jamestown, N. Y.

ANDREWS SISTERS
Club 15, CBS.

ARCHER, GENE
Here's Archer
WRC Washington, D. C.

ARMEN, KAY
Stop the Music (AM)
ABC

ARTHUR, GEORGE
Dinner Bell Round Up
WNAX, Yankton, S. D.

ASHBY, ALVIN
Toast 'n Coffee
WGBF, Evansville, Ind.

ASHMAN, MICHAEL
Evening Serenade
KTOH, Lihue, Kauai, T. H.

ATKISSON, PHIL
KINS, Independence, Kansas

ATTAR, VIRGINIA
Dream Girl
WJHP, WMBR-TV, Jacksonville, Fla.

AUSTIN, GENIE
Chow Time & Saturday Jamboree
KFH & KFH-FM, Wichita, Kansas

AUSTIN, WOOD
Singing Milkman
KTTR, Rolla, Mo.

AXELBENDER, ELMER
Elmer's Scrapbook
KSLB, Creston, Iowa

— B —

BAILEY, GENE
WVYO, Pineville, W. Va.

BAKER, CARL
Carl Baker Sings & Laugh With the Ladies
WISH, Indianapolis, Ind.

BAKER, DICK
"Two Ton"
(See Artists).

BAKER, JOY
Songs to Remember
WBBZ, Ponca City, Okla.

BAKER, SHELDON
Hillbilly Hayride
WIRA, Ft. Pierce, Fla.

BALLOU, MONTE
Dixieland Jazz
KGON, Oregon City, Ore.

BARBER, LOUISE
Singer-Bob Smiley Show
WGAR, Cleveland, Ohio

BARFIELD, WARREN
Barfield & Scott
WPTF, Raleigh, N. C.

BARLOW, JERRY
Hi Neighbor
KLOU, Lake Charles, La.

BARNES, ANNIE KATE
Songs for Sunday
WELR, Roanoke, Ala.

BARR, VIRGINIA
Open House
KFOR, Lincoln, Nebr.

BARRETT, LYNNE
WPTZ, Philadelphia, Pa.

BASIL, TROY
Chuckwagon Jamboree
WKAY, Glasgow, Ky.

BASS, DOUG
Hi Neighbors
WFLA, Tampa, Fla.

BAUER, JOAN
KWHN, Ft. Smith, Ark.

BAVAAR, TONY
Club 7, ABC-TV; Wendy Barrie, WABD-Dumont; Vincent Lopez, WABD-Dumont; Arthur Godfrey, CBS; Moods & Melodies, NBC; Paula Stone, WNEW.

BEAN, BONNIE
Songs by Bonnie Bean
KROS, Clinton, Iowa

BEASLEY, IRENE
Grand Slam, CBS.

BEE, BENNY
Your Song For Today
WHOK, Lancaster, Ohio

BELL, BOB
Breakfast, Frolic
KFH & KFH-FM, Wichita, Kansas

BELL, WANEVA
KWTC, Barstow, Cal.
Shopping With Sandy

BELLAMY, TOMMY
WKAY, Glasgow, Ky.

BELOTE, GRACE
WTJH, East Point, Ga.

BENNETT, JEANNE
WBNS, Columbus, O.

BENSON, JUNE
Listen Ladies
WIRC, Hiskory, N. C.

BERLIN, PAUL
KNUZ, Houston, Tex.

BERNIER, DAISY
Fred Waring Show
CBS-TV

BERKAR, CAROL
Hobnail, Corners
KOMO, Seattle, Washington

BEVERLY, ELAINE
Brunch
KDKA, Pittsburgh, Pa.

BINKLEY, JEAN
Star Time
WAND, Canton, O.

BLACK, BETTY
KECA-TV, Hollywood, Cal.

BLACKWOOD, PATSY
Pat Blackwood Sings
KTAT, Frederick, Okla.

BLAINE, JIMMY
(See Announcer-M.C.).

BLAIR, VICKIE
WTMC, Ocala, Fla.

BLANCHARD, CHARLES
Standard Furniture Morning Watch
WROW, Albany, N. Y.

BLANCHARD, LOWELL
Middy Merry Go Round
WNOX, Knoxville, Tenn.

BOLAND, NORM
WFBG, Altoona, Pa.

BOND, ANN
Western Barn Dance
KWFT, Wichita Falls, Tex.

BONDS, GRANDPAPPY LEE
WGWD, Gadsden, Ala.

BOUCK, LOUIS
Name the Song
WMTC, Vancelee, Ky.

BOULETTE, WILLIE
Kove Ranch Time
KOVE, Lander, Wyoming

BREN, PAT SHOW
KTUL, Tulsa, Okla.

BRETT, ROBERT
Can You Sing It
WSAV, Savannah, Ga.

BRIANT, NEOMA
Tel-A-Shop
WDSU-TV, Louisville, Ky.

BROOKS, FOSTER
The Foster Brooks Show
WAVE, Louisville, Ky.

BROOKS, LYN
Standard Furniture Morning Watch
WROW, Albany, N. Y.

BROWN, ART
WIMA, Lima, Ohio



THE
JANE
PICKENS

PARTY

NBC—MONDAY thru FRIDAY

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

- BROWN, DICK**
Stop The Music (AM)
ABC
- BROWN, JUDY**
WHAL, Shelbyville, Tenn.
- BROWN, PHIL**
The Phil Brown Show
WMOU, Berlin, New Hampshire
- BRUCE, MURIEL**
WMBR-TV, Jacksonville, Fla.
- BURNS, FREDDIE**
Tenn. Jamboree
WHEQ, Memphis, Tenn.
- BURRELL, JOAN**
Songs with Joan
WCDL, Carbondale-Honesdale, Pa.
- BURY, CHESTER**
WSBC, Chicago, Ill.
- BUSWELL, LILLIAN**
My America
KODI, Cody, Wyoming
- BUTCHER, JACK**
Parade of Grocers
KWPC, Muscatine, Iowa
- C —
- CAHILL, BOB**
WOW-TV, Omaha, Neb.
Cahill's Corner
- CAMERON, BARBARA**
TV Dreamhouse
WKRC-TV, Cincinnati, Ohio
- CAMPBELL, CHRISTINE**
WALT, Tampa, Fla.
- CAMPBELL, DICK**
Song of the Day
WDVA, Danville, Va.
- CAMPBELL, POLLY**
Polly. The Singing Sweetheart
KFBI, Wichita, Kansas
- CANOVA, JUDY**
B. Nov. 29, 1916, Jacksonville, Fla.; The Judy Canova Show, NBC.
- CAROLINA RANGERS**
WGBG, Greensboro, N. C.
- CARR, NANCY**
Chicago Theater of the Air
WGN, Chicago, Ill.
- CARBOLL, GLORIA**
Beantown Varieties
WEEI, Boston, Mass.
- CARSON, KEN**
Garry Moore Show
CBS-TV
- CAWLEY, BOB**
Bob Cawley Show
KPHO-TV, Phoenix, Ariz.
- CHANDLER TRIO**
Trio Time
WTOM, Bloomington, Ind.
- CHARLES, VIOLET**
Hyme Time
KCOG, Centerville, Iowa
- CHURCHILL, STUART**
Fred Waring Show
CBS-TV
- CLAIR, DOROTHY**
The Dream Busters, Coffee and Cakes
WXYZ-TV, Detroit, Mich.
- CLAIR, SHIRELY**
Malloy & Company
KGO-TV, San Francisco, Calif.
- CLARK, NINA MAE**
Nina Clark Show
WNAG, Grenada, Miss.
- CLAY, JEFF**
Musical Jackpot
WATV, Newark, N. J.
- CLINE, BEA**
Bea Cline Sings
WWOD, Lynchburg, Va.
- CLOONEY, ROSEMARY**
Robert Q's Matinee; Songs for Sale
CBS-TV
- COLE, LYN**
KPRC, Houston, Tex.
- COMO, PERRY**
Chesterfield Show, CBS-TV.
- CONLON, JUD**
RHYTHMAAIRES
Bing Crosby Show
CBS
- COLLIER, NANCY**
Music Box
WGLS, Decatur, Ga.
- COOK, JIMMY**
Buy Hawaiian
KGMB, Honolulu, T. H.
- COOK, JOE & LOIS**
690 Club
KGGF, Coffeyville, Kansas
- CORNWALL, ARTHUR**
Shut-In Hour
WGCD, Chester, S. C.
- COULDSON, EDITH**
Date With Edith
WEAM, Arlington, Virginia
- CRAYEN, MARGIE**
Breakfast at Bishops
KOME, Tulsa, Okla.
- CROOK, MARIAN**
Jim O'Neill Show
KOWH, Omaha, Nebr.

ROBERTA QUINLAN

— ♦ —
MOHAWK SHOW ROOM

TV - STAR

— ♦ —
Mercury Recording Artist



**IRENE
BEASLEY**

Star of

"GRAND SLAM"

CBS—Monday through Friday

Management

RADIO PRODUCTION SERVICE

501 Madison Ave., N.Y.C

PL. 3-8940



TONY MARTIN

— • —
STARRING

**Carnation Hour
Sunday Night
CBS Network**

•
**Tony Martin Show
Colgate Musical
Comedy Hour
NBC
Television Network**

• • Vocal Artists • •

CROSS, KEN
Coffee Time
WPLI, Jackson, Tenn.

— D —

DADDAN, TED
KCUL, Ft. Worth, Tex.

DAHLSTROM, EARL
KLIX, Twin Falls, Ida.

DALE, ALAN
July 9, 1925, Brooklyn, N. Y.;
Sing It Again, WCBS-TV, AM;
Milton Berle, WNBT; Ed Sullivan,
WCBS-TV; Alan Dale Show, WCBS-
TV; Broadway Open House,
WNBT.

**ROBERT DALTON HAPPY
SMILING BOYS**
WGBG, Greensboro, N. C.

DANA, JOE
Dana on Discs
KOY, Phoenix, Ariz.

DANE, DONNA
Operation March
WMBM, Miami Beach, Fla.

DARR, MOLLY
Barndance Show
WSHA, Chambersburg, Pa.

DATA, MARISHA
Polish Poppies
WSBC, Chicago, Ill.

DAVIS, ANDY
Western Memories
WVOS, Liberty, N. Y.

DIEHL, JINNY
WCAU, WCAU-TV, Philadelp-
hia, Pa.

DAVIS, JANETTE
Arthur Godfrey Time (Radio),
Arthur Godfrey And His
Friends
CBS-TV

DAVIS, MILDRED
The Night Watchman
KTHT, Houston, Tex.

DAWN, MARION
Club 1300
WFBR, Baltimore, Md.

DAY, DENNIS
Jack Benny Program
CBS

DAY, MERRY
Our Third Street
KBUN, Bemidji, Minn.

DAY, JACK
Great Day with Jack Day
WNAR, Norristown, Pa.

DAYUBE, SYLVIA
Sylvia Sings
WWSC, Glens Falls, N. Y.

DEAN, BILLY
Billy Dean Show
WNAX, Yankton, S. D.

DEER, JIMMIE
Jimmie Deer Show
WDAR, Savannah, Ga.

DEL AND JIM
Jim and Del
WFMJ, Youngstown, Ohio

DeMAR, DOLORES
Lee Kelton Orchestra
WJAS, Pittsburgh, Pa.

DEMPSTER, FRANCES
Frances Dempster Sings, Ann
of Anagold
KWKW, Pasadena, Cal.

DESMOND, JOHNNY
The Breakfast Club, ABC; The
Don McNeill TV Club, ABC-TV;
Johnny Desmond Goes to Col-
lege, ABC. M-G-M Recording
Artist



The HONEY DREAMERS

EXCLUSIVE RCA VICTOR ARTISTS

•
BROADWAY OPEN HOUSE

NBC-TV

•
JOHN CONTE LITTLE SHOW

NBC-TV

•
KAY KYSER SHOW

NBC-TV

•
PERSONAL MANAGEMENT

ART WARD

BA—9-9046

TONY BAVAAR

"Club 7"

WJZ-TV
Channel 7

Mon., Wed. & Fri.
7:05 to 7:15 P.M.

Tues. & Thurs.
7:05 to 7:30 P.M.



THE HEATHER TONES

Personal Management PETER DEAN, 15 W 55th St., New York • CO 5-0790

Vocal Artists—Radio-Television

DEVINE, JOHNNY

Same
KISD, Sioux Falls, S. D.

DIAZ, BOBBY

Bobby Diaz Sings
WPRP, Ponce, P. R.

DICK, BOBBY

WREN, Topeka, Kansas

DICK, GERALDINE

WREN, Topeka, Kansas

DIXIE TRIO

WJMW, Athens, A. a.

DOREY, RAY

Ken & Bill with Ray Dorey
WHDH, Boston, Mass.

DORR, RUSSELL A.

Open House in Studio A
WGAN, Portland, Me.

DOUGH, WHITNEY & HIS MUSICAL

Ministers
Melody Time
WAMS, Wilmington, Del.

DOUGLAS, ANN

WFEM-TV, Indianapolis, Ind.

DUGAN, JOHNNY

On the Beat, Morning Matinee
KNBH, Hollywood, Cal.

DUNLAP, MILES

Songs to Remember
WBBZ, Ponca City, Okla.

DUQUETTE, DON

Your Songs
WKNE, Keene, New Hampshire

— E —

EDEN, RICHARD PROGRAM

KTAT, Frederick, Okla.

ELLINGTON, HAZEL

Hazel & Her Guitar
KWAD, Wadena, Minn.

ELLIOTT, JERRY

KCUL, Ft. Worth, Tex.

ENDICOTT, JIM

Coffee Time
WHFB, Benton Harbor, Mich.

ESMERELDY

Tenn. Jamboree
WHBQ, Memphis, Tenn.

ESTES, DON

Voice of the Gospel
KTOK, Oklahoma City, Okla.

EVANS, DENNY

Song Time with Denny
WASA, Havre de Grace, Md.

— F —

FAGAN, JEANNE

Jim & Jeanne Show
WXRA, Buffalo-Kenmore,
N. Y.

FANSLER, DICK

Dick Fansler Show
WMDN, Midland, Mich.

FARRELL, SKIP

Skip Farrell Show
WCFL, Chicago, Ill.

FIELDS, LEE

Vincent Lopez, WABD-Dumont;
Vanity Fair, WNBT; John Conte's
Little Show, WNBT; Zeke Man-
ners Show, WJZ-TV; Ted Steel,
WPIX.

FIELDS, MARGIE

Studio Matinee
WMBD, Peoria, Ill.

FINCH, DOROTHY

WTJH, East Point, Ga.

FISHER, RUSS & JO

WKCT, Bowling Green, Ky.

FIVE STAR QUINTET

WSTP, Salisbury, N. C.

FLEMING, BOB

The Bob Fleming Show

KAYS, Hays, Kansas

FONTAINE SISTERS

(BEA, MARGE & GERI)

Perry Como Show

CBS-TV

FORD, LUCKY

Oklahoma Playboys

KMAC, San Antonio, Tex.

FOWLER, SAM

Happy Sam the Banjo Man

WIRC, Hickory, N. C.

FOX, MARJEAN

Easy Does It

KTUL, Tulsa, Okla.

FRANCIS, CAROL

KALL, Salt Lake City, Utah

FRIELING, JIM

Jim & Jeanne Show

WXRA, Buffalo, N. Y.

— G —

GARIN, LORRAYNE

WPBC, Minneapolis, Minn.

GARRETT, PATSY

Patsy At Three

WLSE, Richmond, Va.

GARRISON, JOAN

Garrison Trio

KLVT, Levelland, Tex.

GARRISON, JOE

The Garrison Trio

KLVT, Levelland, Tex.

Jim Lewis

Tom Lockard



Martin Karl

Nat Dickerson

Vocal Artists—Radio-Television

- GAYLORD, CHET**
The Chet Gaylord Show
WAAB, Worcester, Mass.
- GIRARD, ARMAND**
Armand Girard Show
KGO-TV, San Francisco, Calif.
- GILLETTE, MARION**
WJR, Detroit, Mich.
- GLASS, BILL**
Glass Showcase
KOTV, Tulsa, Okla.
- GOERS, HANNABELLE**
Harmonies by Hannabelle
KROS, Clinton, Iowa
- GOFF, HARRY**
Greetings From Goff
WDEM, Providence, R. I.
- GOLDEN, CLIFF**
Golden Melodies
WAOV, Vincennes, Ind.
- THE GOLDEN LINKS**
Songs by the Golden Links
WLAG, LaGrange, Ga.
- GOLDEN, ROY**
The Drifting Playboy
WGAA, Cedartown, Ga.
- GOLDENNAIRES QUARTET**
WAVZ, New Haven, Conn.
- GUNTER, HARDROCK**
Golden River Boys
WAPI, Birmingham, Ala.
- GOODMAN, GORDON**
Fred Waring Show
CBS-TV
- GORDON, AL**
Oklahoma Playboys
KMAC, San Antonio, Tex.
- GORDON, ANITA**
Hollywood Studio Party
KTPV, Los Angeles, Calif.
- GRANDPAPPY NERIT**
Jamboree
WLAQ, Rome, Ga.
- GRANT, JANE**
Jane Grant Show
KMOX, St. Louis, Mo.
- GREER, CECIL**
Early Morning Tunes
KSJJ, Gladewater, Texas
- GRIFFITH, GENE**
Morning Matinee
WLW-T, Cincinnati, O.
- GRISE, TONY**
Melody Matinee
WCCO, Minneapolis, Minn.
- GROVE, BETTY ANN**
B. Arlington, Mass.; Stop the
Music, ABC; Bert Parks Show,
NBC; Paul Whiteman Revue,
ABC.
- H —
- HAGAMAN, CHARLIE**
Midday Merry Go Round
WNOX, Knoxville, Tenn.
- HALE, CHARLOTTE**
Music For You
WHEN, Syracuse, N. Y.
- HALLE, MURIEL**
Review Musicals
WHDH, Boston, Mass.
- HALLIDAY, GLORIA**
TV WAAMBoree
WAAM-TV, Baltimore, Md.
- HAMILTON, DAVE**
Dollar Derby
WLW-D, Dayton, O.
- HAMILTON, GUY**
Hamilton, Berta
WTNT, Tallahassee, Fla.
- HAMMANS, LILY JO**
Lily Jo Sings
KWNW, Wenatchee, Wash.
- HAMMOND, CATHY**
Carousel
WLW-D, Dayton, O.
- HANEY, PEGGY**
Andy Schroder's Western Band
- HANNA, PHIL**
Once Upon A Tune
WABD-TV
- HANSEN, EARL BARR—**
PIANO
Piers, Clark — Organ, Singing
Keyboards
WIOD, Miami, Fla.
- HANSON, BURT**
Murphy Barn Dance
WCCO, Minneapolis, Minn.
- HARDY, LOUISE**
Louise
WOKZ, Alton, Ill.
- HARP, MARTHA LOU**
Norman Brokenshire Show,
Strictly From Dixie, Martha
Lou Harp Show
ABC
- HARRIS, HOLLY**
Once Upon A Tune
WABD-TV
- HART, NORMAN**
Singing Peddler
KOTV, Tulsa, Okla.
- HAWKES, CHARLEEN**
On the Beat, Morning Matinee
KNBH, Hollywood, Cal.
- HAWKINS, W. W.**
Melody Time
WPAD, Paducah, Ky.

**LES (CARROT TOP)
ANDERSON**

**"CARROT TOP
ANDERSON"**

T.V. Show

"Duke Ranch Varieties"

T.V. Show

"Home Town Jamboree"

T.V. Show

**"Harmony House
Radio Show"**

Mutual Network

**RECORDING ARTIST
FOR DECCA**

Offices: 6112 Selma Ave.
Hollywood, Calif.

Telephone:
HOLLYWOOD 9-4193



Vocal Artists—Radio-Television

HAYES, RICHARD
Songs For Sale
CBS

THE HEATHERTONES

Bert Parks Show, NBC-TV;
Frank Sinatra, CBS-TV; The Show
Goes On, CBS-TV; Versatile Va-
rieties, NBC-TV; Ted Steele,
WPIX; By Popular Demand,
CBS-TV.

HENDERSON, HAP
Hap Henderson Sings
KOMW, Omak, Wash.

HILL, JACKIE
Manhattan Coffee Quiz, Syn-
cipation Piece
KMOX, St. Louis, Mo.

HILLIARD, BETTY RUTH
Song Time
WPJS, Jackson, Tenn.

HODEN, ROSELLA
Rosella
WOW-TV, Omaha, Neb.

HODGES, BOB
Ranch Hands
WALT, Tampa, Fla.

HOGAN, JANE
Jane Hogan Sings
WPKY, Princeton, Ky.

HOLMES, DICK
WILM, Wilmington, Del.

**THE HONEY
DREAMERS**

Broadway Open House, NBC-TV;
John Conte's Little Show, NBC-
TV; Kay Kyser Show, NBC-TV;
Colgate Comedy Hour, NBC-TV;
Garry Moore Show, CBS-TV; Ar-
thur Murray Show, WABD-Du-
mont.

HOOSIER KIDS
Farm Fair
WTOM, Bloomington, Ind.

HUGHES, JEAN
KPRC, Houston, Tex.

HURLEY, BETTY
Betty Hurley Sings
WLDY, Ladysmith, Wis.

— J —

JACKIE, TOOTSIER
WOTW, Nashua, New Hamp-
shire

JAMES & HAYDEN
Smile Awhile Boys
WCKB, Dunn, N. C.

JAYNES, DOC
Farm Front
KPYR, Bismarck, North Da-
kota

JEFFERS, 'SLEEPY'
Magic Valley Jamboree
WTIP, Charleston, W. Va.

JOHNE, BROOKE
Morning In Maryland
WBCC, Bethesda, Md.

JOHNSTON, FRANCES
KCLO, Leavenworth, Kansas

JOHNSTON, JOHNNY
Ken Murray Show
CBS-TV

JONES, PAUL
Song Souvenirs
WFLA, Tampa, Fla.

— K —

KAYE, ELAINE
Elaine Kaye Show
WMUR, Manchester, New
Hampshire

KEATHLEY, ANNETTE
Reminiscing with Annette
KTRR, Lufkin, Tex.

KENDALL, FRED
WJB, Detroit, Mich.

KING, BEE BEE
Spirit of Memphis Quartet
WDLA, Memphis, Tenn.

KING, PEE WEE
Cheer Up Jamboree, WAVE; Pee
Wee King Show, WAVE-TV,
Louisville, Ky.

KIRBY, FRED
WBT, Charlotte, N. C.

KIRK, JOHNNY
Mr. Melody
KTUL, Tulsa, Okla.

KIRK, RED
WIMA, Lima, Ohio

KIRKPATRICK, CLEO
Elmer's Scrapbook
KSIB, Creston, Iowa

KITCHEN, BETTY
Melody Kitchen
WMON, Montgomery, W. Va.

KRUEGER, DICK
Saturday at the Shamrock
KXYZ, Houston, Tex.

KUBIAK, BENNY & CARL
Kubiak Brothers
KGFT, Shawnee, Okla.

KUNS, BUD & SALLY
Bud & Sally
KAKC, Tulsa, Okla.

— L —

LaDELLE, JACK
Musical Scrapbook
KPHO-TV, Phoenix, Ariz.



JEAN SABLON

Management: Martin Goodman
65 West 54th St., N. Y. C.



LEE SULLIVAN

SINGING STAR

OF

DATE IN MANHATTAN

RADIO

MOTION PICTURES

TV

Vocal Artists—Radio-Television

LANE, FRANCES
Easy Does It
WNBT New York N Y

LANGE, RUTH
Boy Girl & A Song
WAFM TV Birmingham Ala

LANGFORD, FRANCES
Star Time
WARD TV

LA ROSA, PAUL
The Cobb Show
WIS Columbia S C

LA TULIPPE, DON
WJDA Quincy Mass

LAUGHLIN, GRETA
Greta Laughlin Sings
WKH Hazard Ky

LAWRENCE, AIMEE
Breakfast Gang
KFRG San Francisco Cal

LAWRENCE, BILL
Arthur Godfrey Time Arthur
Godfrey And His Friends
CBS-TV

LAWRENCE, POLLA
Breakfast Gang
KFRG San Francisco Cal

LEA, TERRY
Early Birds Night Out
WFAA-TV Dallas Tex

LEE, BOBBIE
Hi Neighbors
KGGF Coffeyville Kansas

LEE, LINDA
Songs by Linda Lee
WHAZ Troy N Y

LEE, MEL
 Dixie Jamboree
KTTR Rolla Mo

LEE, PATSY
The Breakfast Club, ABC, The
Don McNeill TV Club, ABC-TV

LEE, SALLY
Saturday at the Shamrock
KXYZ Houston Tex

LEGER, RUSS
KOWH Omaha Nebr

LEISNER, LEE
Texas Rhythm Boys
KFRD Rosenberg Tex

LEMASTER, MARY JANE
Morning Call
WMBD Peoria Ill

LEON, SONIA SHOW
WLAS Philadelphia Pa

LESTER, BILL
Lute Bill
KOY Phoenix Ariz

LESTER STAMPS QUARTET
WYOK Birmingham Ala

LEYRIDGE, RUSSELL
Songs By Russell Leyridge
WKH Hazard Ky

LEWIS, JEAN
Jean Lewis Sings
WOHL Dayton Ohio

LOYD, JACK
Jack Lloyd Show
KARL Atchison Kansas

LLOYD, TOMMY
Strutting Cowboy
WTOD Toledo Ohio

LONE STAR QUARTET
KSEA Nacogdoches Tex

LONG, LILLIAN
Sun A Song
WAGC Chattanooga Tenn

LOR, DENISE
Gerry Moore Show

CBS-TV

LORRAINE
Lorraine and her Grand Piano
KWAT Watertown S D

LUKER, BERYL
Play or Pay
WOC-TV Daytonport Ia

LUBYEN, RITA
Rita Sings
WKUL Cullman Ala

— M —

McCLELLAN, DON
Heinie & His Band
WMAW Milwaukee Wis

McCLESKEY, FRED
Songs with McCleskey
KIOA Silvan Springs Ark

McDONALD, PATSY
Patsy Sings
WELR Roanoke Va

McDOWELL, JIM
Coffee Time
WHPB Benton Harbor Mich

McFARLAND, PRITH
WLS Chicago Ill

McGAY, WARREN
Songs By McGay
KSEB Scottsbluff Neb

McHUGL, PAT
KRLI Corvallis Ore

McKITCHIE, BARBARA
KNBC San Francisco Cal

MACK, JIMMY
WHPB Benton Harbor Mich

MACK, JOHNNY
WFAA-TV Dallas Tex

MADIGAN, BETTY
The Game Room
WTTG Washington D C



ALAN DALE

SING IT AGAIN
RADIO and TV
WCBS

STAR-MANAGEMENT CO.

846 - 7th Ave., N. Y. C.



LANNY ROSS

Agents:
N.C.A.C.
711 Fifth Avenue
PLaza 9-6000

Address:
115 East 53 Street
New York City
PLaza 8-0430

Available for television bookings
and nighttime radio. Regular day-
time show, MBS—12:15 to 12:30 EST.

Vocal Artists—Radio-Television

MAINWARING, CLARA
Meditation in Music
WHAP, Hendersonville, N. C.

MALAIN, NINA
Music a la Mode
WTTT, Coral Gables, Fla.

MALES, CURLY
Compliments with Music
WDAD, Indiana, Pa.

MARINE, JOE
Fred Waring Show
CBS-TV

MARINERS, THE
Arthur Godfrey Time, Arthur
Godfrey And His Friends, CBS-
TV.

MARLOWE, JACK
Jack Marlowe Show
KWAD, Wadena, Minn.

MARQUIS, ROSALIND
Sports Doubleheader
WHAS, Louisville, Ky.

MARTIN, FRANK
Breakfast Club
WITZ, Jasper, Ind.

MARTIN, PERRY
Perry Martin Show
WTCN, Minneapolis, Minn.

MARTIN, TONY
(See Artists)

MARY, LOU
Southern Maid
WBBL, Columbus, Ga.

MARY, MAY
Vocal Styles
KROX, Crookston, Minn.

MARY, TEXAS
KFAB, Omaha, Nebr.

MEINKE, RUTH
Treasure Trails of Melody
KOA, Denver, Col.

MENONA, ROSINA
Rosina Menona Sings
WITZ, Jasper, Ind.

MESSNER, BUD
Barndance Show
WCHA, Chambersburg, Pa.

MERRILL, ROBERT
Show of Shows, NBC-TV; Metro-
politan Opera.

MILEK, BILL
WUBA, Corning, N. Y.

MILLS, DICK
Dick Mills Show
WPTR, Albany, N. Y.

MILLS, ETHEL
Tunes at Noon
WKNB, New Britain, Conn.

MILNE, NANCY
Milne and Townsend
WDBJ, Roanoke, Va.

MINNESOTA WOODCHOPPER
KVOX, Moorhead, Minn.

MODERNAIRES
Club 15
CBS

MONETT, ROBERT
KNBC, San Francisco, Cal.

**THE MOON MAIDS AND
MOON MEN**
Vaughn Monroe Show, Camel
Caravan with Vaughn Mou-
roe

MODERNAIRES
Club 15
CBS

MORGAN, DON
Through the Years
WFCE, Dunkirk, N. Y.

MORGAN, LEE
Toni DiSimone Trio
KYW, Philadelphia, Pa.

MORRIS, BROS.
Jamboree
WLAQ, Rome, Ga.

MORRISON, NANCY
Nancy Sings
KTBS, Shreveport, La.

MORRISON, NAT
Singing For You
WKNE, Keene, New Hamp-
shire

MUDELL, GLORIA
Fred Waring Show
CBS-TV

MULBEHILL, RUTH
Scandia Barn Dance
KOMO, Seattle, Washington

MULLIN, DIANE
Diane Comes Calling
WKAL, Rome, N. Y.

MULLINS, MAXINE
Ballad Time
KCOG, Centerville, Iowa

MURPHY, WANDELL
Musical Kitchen
WMGA, Moultrie, Ga.

MURRAY, BERT & BOB
WGAN, Portland, Me.

MUSTIN, BILLIE
Billie Mustin Show
WIS, Columbia, S. C.

— N —

NASH, BARNES
Warlick Presents Barney
WHIS, Bluefield, W. Va.

NEBLETT, BETTY
Let's Have Fun
WBKB, Chicago, Ill.



BETTY ANN GROVE

STOP THE MUSIC—ABC
BERT PARKS SHOW—NBC
PAUL WHITEMAN REVUE—ABC

Personal Management

PETER DEAN

CO. 5-0790 15 W. 55th St., N.Y.C.



JIMMY BLAINE

Singing Emceeing
TV RADIO

Personal Management

PETER DEAN

15 WEST 55th STREET
NEW YORK, N. Y.

CO. 5-0790

Vocal Artists—Radio-Television

NELSON, GENE

Gene Nelson Show
KFAM, St. Cloud, Minn.

NESBIT, FRED

Treasure Trails of Melody
KOA, Denver, Col.

NEUMAN, DICK & RUTH

WLAN, Lancaster, Pa.

NEVINS, NATALIE

WCAU-TV, Philadelphia, Pa.

NEWMAN, JACK

Jack Newman Sings
KOME, Tulsa, Okla.

NORMAN, LUCILLE

Lucille Norman Sings
KTTV, Los Angeles, Calif.

NORMAN, TED

WBAP, Ft. Worth, Tex.

NOVAK, MILDRED

Millie Novak
WPIC, Sharon, Pa.



OGBURN, RUTH

Ruth Ogburn Sings
WIVY, Jacksonville, Fla.

O'HEREN, RICHARD

Say It With Music
WHK, Cleveland, Ohio

OSUNA, BOBBY FLORES

Serenade of Love
WVJ.P., Caguas, P. R.

OVERSTAKE, EVELYN

WLS, Chicago, Ill.



PAGE, BOB

Bob Page Sings
WBEX, Chillicothe, Ohio

PALMER, COY

KPDN, Pampa, Tex.

PARKER, ANDY

And The Plainsmen

Leo Carrillo TV show (coast to coast); Pappy Cheshire's Dude Ranch Roundup Radio Show

PASCAL, BETTY

The Singing Sweethearts
WBR, Baton Rouge, La.

PATT, ALINE

Songs By Aline
KDAL, Duluth, Minn.

PATTERSON, CREAN

WONS, Hartford, Conn.

PERRY, BOB

Pleiffer Frolies
WGR, Buffalo, N. Y.

PERRY, PENNY

Fred Waring Show
CBS-TV

PETE, COLORADO

KPRM, KMBC, Kansas City, Mo.

PETERSON, VIRGINIA

Melody Time
WLIP, Kenosha, Wis.

PHILLIPS, DOROTHY

Sunday Salon
WSSB, Durham, N. C.

PHILLIPS, RALPH

Club 1300
WFBZ, Baltimore, Md.

PICKENS, JANE

NBC.

PICKETT, BILL

Sports Doubleheader
Of Songs & Stories
Coffee Call
WLAS, Louisville, Ky.

PIEO, IRENE

Through the Years
WFGB, Dunkirk, N. Y.

PIERCE, JOHN

John Pierce Sings
WLAV, Grand Rapids, Mich.

PIKERS, NORTHERN

WPBC, Minneapolis, Minn.

PINE RIDGE BOYS

WJMV, Athens, Ala.

PINSKI, ARTHUR

Serenade in the Night
KGA, Spokane, Wash.

POST, BILL

Melody Mill
KSL-TV, Salt Lake City, Utah

PRESTON, LEW SHOW

KWOF, Clinton, Okla.

PRICE, MRS.

Mrs. Price Sings
WMEV, Marion, Va.

PULLIAM, NICK

KWPC, Muscatine, Iowa



QUARTET, FOUR SQUARE

Revival Hour
WRFS, Alexander, Ala.

QUINLAN, ROBERTA

Mohawk Show Room, NBC-TV

QUINN, BENNY

Rainbow Revue
KSUB, Cedar City, Utah

QUIRK, PHIL

Lunch Timers
WBRE, Wilkes Barre, Pa.



RAYE, SUSAN

Susan Raye Sings
WABD-TV



"ANDY PARKER AND THE PLAINSMEN"

On
LEO CARRILLO T.V. SHOW
COAST-TO-COAST
PAPPY CHESHIRE'S DUDE RANCH
ROUNDUP RADIO SHOW



LEE FIELDS

JOHN CONTE'S LITTLE SHOW — NBC-TV
TED STEELE SHOW — WPIX
BOBBY CLARK COMEDY HOUR — NBC-TV

TR 4-5112

Vocal Artists—Radio-Television

KEED, CAROL
Carol Calling
WPTZ, Philadelphia, Pa.

REEIL, JOHNNIE
WTRY, Troy, N. Y.

ROSS, LANNY
MBS

RUPPLE, ELVERA
The 6:30 Show
WGR, Buffalo, N. Y.

RYAN, ANN
Melody Showcase
WLW-T, Cincinnati, O.

RYAN, DANNY
WDAE, Tampa, Fla.

RYAN, RAY
Sunday Serenade
WFLO, Farmville, Va.

RYAN, SHIRLEY
Encores
WDAY, Fargo, North Dakota

— S —

SABLON, JEAN
Jean Sablon Show, WOR

SAKRY, CLIFF
KFAM, St. Cloud, Minn.

SANDERS, MACK
Jeanne Sanders
KMA, Shenandoah, Iowa

SARGENT, MICHAEL
Steinway, Stencils and Piano-land; Music and Memories, Music Michael Please; WBIV, Bedford, Ind.

SAUNDERS, FRANK P.
Jimmy Durante, NBC; Perry Gomo, Fred Waring

SAUNDERS, JEAN
Twilight Time
WORZ, Orlando, Fla.

SAVAGE, BILL
Let's Have Fun
WBKB, Chicago, Ill.

SCHAFER, BOB
WKNX, Saginaw, Mich.

SCHAFF, PEGGY
Peggy Schaff
WEAM, Arlington, Va.

SCHARD, PALMA
Hal Sawyer Show
KECA-TV, Hollywood, Cal.

SCHREIBER, RICHARD
Treasury of Music
WCFL, Chicago, Ill.

SEEBODE, MEL
WAAM-TV, Baltimore, Md.
TV WAAMBoree

SHAHAN, FREDERICK
Voice in Old Village Choir
WSN1, Bridgeton, N. J.

SHARVER TRIO
Stamps-Sharver Show
KTAT, Frederick, Okla.

SHARYN, LYNN
Songs Ior Supper
WYZ-TV, Detroit, Mich.

SHERIDAN, PHIL
Anne Lee's Notebook
KYW, Philadelphia, Pa.

SHORE, DINAH
(Mrs. George Montgomery)
B. March 1, 1917, Winchester, Tenn.; RCA Victor Records; The Tide Show for Procter & Gamble, CBS; Guest Television appearances Bob Hope, Milton Berle Shows.

SIMMONS, DICK
Dick Simmons Show
WTAN, Clearwater, Fla.

SIMS, BARBARA E.
Pick a Hit, WBEM-CBS; Hawkins Pal's, WMBQ-NBC; The Ann Darris Show, ABC

THE SKYLARKS
Refreshment Time
CBS

SLATER, NORVELL
WFAA, Dallas, Texas

SMILEY, BETTE
Musical Triplet Time
WCAE, Pittsburgh, Pa.

SMITH, DRIFTING JOHNNY
Drifting Johnny
KRUL, Corvallis, Ore.

SMITH, JIMMY
Jimmy Smith Show
WGWD, Gadsden, Ala.

SMITH, MELISSA
WOAL-TV, San Antonio, Tex.

SNYDER, BOB
Bob & Gene
WFBG, Altoona, Pa.

SONS OF HARMONY
Songs of Harmony
WHYU, Newport News, Va.

SONS OF THE SOIL
WDLB, Marshfield, Wis.

ROSEBEE, TOMMY
Hillbilly Roundup
WFBC, Greenville, S. C.

SPARKS, CLARK
KGER, Long Beach, Cal.

STAFFORD, JO
Carnation Contented Hour, CBS; Club 15 for Campbell's Soup, CBS; Voice of America, Radio Luxembourg; Columbia Records.

STAMPS-BAXTER
Texoma Time; Texoma Quartet
KFDX, Wichita Falls, Tex.

STAMPS QUARTET
KWFT, Wichita Falls, Tex.

STARLIGHT FOUR
Songs by the Starlight Four
WHYU, Newport News, Va.

STEELE, TED
"Mr. Matinee" Show.
WPIX, New York, N. Y.

STEVENS, HERB
Lee Kellou Orchestra
WJAS, Pittsburgh, Pa.

STEWART, CLAIRE
WFAA, Dallas, Texas

STEWART, REDD
Pee Wee King Show
WAWE-TV, Louisville, Ky.

STREICH, AL & SUE
KNEM, Nevada, Mo.

SUE & MILLIE
KPRM, KMBC, Kansas City, Mo.

SULLIVAN, DON
WHB, Kansas City, Mo.

SULLIVAN, LEE
B. May 11, 1911, Brooklyn, N. Y.; Theater Guild, WNBC; Texaco Star Theater, NBC-TV; Mohawk Show Room, WNBT; Ilka Chase, WCB5; Paul Whiteman Review, ABC-TV; Date in Manhattan, WNBT.

— T —

TANNER, EARLE
Stars in the Night, ABC; Solo and Soliloquy, ABC; Illusion, ABC

TEXTOR, SYLVIA AND KEITH
Fred Waring Show
CBS-TV

THOMPSON, JOHNNY
Johnny Thompson Sings Your Home Beautiful
MBS

TINGLEY, IRVING
Irv & Dee
WBEL, Boloit, Wis.

THE TOPNOTCHERS
KHON, Honolulu, T. H.

TOWNSEND, DUDLEY
WDBJ, Roanoke, Va.

TREBBLE TRIO
KXOX, Sweetwater, Tex.

— U —

UPSON, DAVE
TV Dreamhouse
WKRC-TV, Cincinnati, Ohio

— V —

VALENTINE, RANCE
In a Nutshell; Thoughts to Remember; Scrapbook
WEBC, Duluth, Minn.

VERNS KULMER QUARTET
KSPA, Naeogdoches, Tex.

— W —

WARD, JIM
Saturday Jamboree
KGST, Fresno, Cal.

WEBB, HELEN
Sooner Shindig, WKY-TV; Anthony Avenue, WKY, Oklahoma City, Okla.

WEBSTER, JOE
Anthony Avenue
WKY, Oklahoma City, Okla.

WESSELS, MAX H.
Continental Variety
WWRL, Woodside, N. Y.

WEST, NADINE
Nadine & Raymond
KANS, Wichita, Kansas

WESTERNaires
WJTN, Jamestown, N. Y.

WHEATLEY, JOANNE
Fred Waring Show
CBS-TV

WILLIAMS, GENE
WSPD-TV, Toledo, O.

WILLS, JOE
Joe Wi Its Sings
KNEM, Nevada, Mo.

WILSON, JANE
Fred Waring Show
CBS-TV

WRAY, PAULA
WGN-TV, Chicago, Ill.

WRIGHTSON, EARL
(See Artists).

— Y —

YOUNG, VIRGINIA
Virginia Young Show
KMHL, Marshall, Minn.



DON RUSSELL

Chief Announcer

DuMONT TELE. NETWORK

Personal Management

WILLIAM A. TAMBURRI

RADIO-TV ARTISTS

—their work during 1950

— A —

ADAMS, CEDRIC

Cedric Adams
CBS

ADAMS, INGE

Wendy Warren, CBS; Big Sister, Brighter Day, CBS; Children's Sketchbook, Lights Out, NBC; Kraft NBC; I Love A Mystery, MBS

ADAMS, JOEY

Rate Your Male
CBS-TV

AGNELLO, VIRGINIA

Radio-8 yrs., TV-KTTV; KFI, Jerry Fairbanks, Telefilm

ALBERTSON, JACK

Colgate Comedy Hour, NBC-TV; Ford Theater, CBS-TV; Four Star Revue, WNBT; Billy Rose, ABC-TV; Ford Star Revue, WNBT; Texaco Show, WNBT

ALEXANDER, DENISE

Chesterfield Supper Club, A Tree Grows In Brooklyn, Bob-by Bcnsou, NBC

ALLEN, GRACIE

B. San Francisco, Cal.; George

Burns and Gracie Allen Show, CBS-TV

ALLEN, LYNN

Dr. Christian, NBC Theater, Skippy Hollywood, TV-Lynn Allen's Your Home and Shoppe, Look and Listen

ALLEN, REX

Rex Allen Show
CBS

ALLEN, STEVE

Steve Allen Show, CBS-TV

ALLISON, FRAN

"Aunt Fanny" Breakfast Club, ABC; Don McNeill TV Club, ABC-TV; Kukla, Fran and Ollie, NBC-TV

ALLISON, JONE

Guiding Light
CBS

ANDERSON, EDDIE
"ROCHESTER"

B. Oakland, Cal., Sept. 18, 1905; The Jack Benny Show, CBS; Jack Benny TV Show, CBS-TV

ARDEN, EVE

Our Miss Brooks
CBS

ARLEN, MARGARET

WCBS

ARTHUR, LOUISE

Screen Guild, Lux, Gildersleeve, Mau Called X

ARVAN, JAN

Dr. Christian, CBS; Red Ryder, California Caravan, TV; The Jonathan Story, Ed Wynn, Alan Young Shows

AUDLEY, ELEANOR

TV—New York; California

AVERY, TOL

The Whistler, Dragnet, Amazing Mr. Malone; TV — Mysteries of Chinatown, Stars over Hollywood, Trio Films

— B —

BACKES, ALICE

This is Your FBI, NBC Theater, Command Performance, TV — Your Witness, Hawthorne Show, Shop, Look & Listen

BAER, PARLEY

Count of Monte Cristo, Dragnet, Richard Diamond, This is Your FBI



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.

RICHARD STARK



RADIO — TELEVISION

ANNOUNCER

NARRATOR

ACTOR

M. C.

LExington 2-1100

Radio and Television Artists

BAKER, DICK **"TWO TON"**

Two Ton Baker Show, WGN; Baker's Spotlight, WGN; Weather Jingles, Standard Transcription, Tune For Today, Transcribed, Rhythm Rodeo, DuMont

BAKER, PHIL

\$64 Question, NBC; Songs For Sale, CBS; Milton Berle, NBC-TV; Take It or Leave It, NBC; Ed Sullivan, CBS-TV; Big Show, NBC

BARA, NINA

Mr. President, Family Theater, Blondie, TV — Space Patrol, Pinky Lee Show, Jocy Graydon

BARNES, PATT H.

Patt Barnes & Barbara, WJZ-ABC

BARRETT, ANTHONY

This is Your FBI, Lux Radio Theater, Family Theater, TV Narration for Jerry Fairbanks Prods.

BARRETT, MICHAEL ANN

This is Your FBI, Lux, Suspense, Sara's Private Caper, TV — Textron-Telquiz, The Pseudium

BARRIE, WENDY

The Wendy Barrie Show, ABC-TV

BARTLEY, BETTY

Studio One, Sure As Fate, The Webb, Suspense, Detective's Wife, CBS-TV

BATES, JEANNE

Lux, Screen Guild, The Whis-

ler, Dangerous Assignment, TV — Stars over Hollywood, Triumphant Hour, TV Commercials

BATTERSEA, WES

MC of Frec for All, Jack in all Trades, Battin' Around with Battersea, TV-MC of Ralph's Win It, Bid for Bargain

BAYAN, ADRIENNE

True Detective Mysteries
MBS

BEASLEY, IRENE

Grand Slam, CBS

BECK, JACKSON

B. July 23, 1912, New York, N. Y.; Bobby Benson, MBS; Mark Trail, MBS; Quick As A Flash, ABC; Greatest Story Ever Told, ABC; Escape, CBS-TV; Suspense, CBS-TV; Ma Perkins, CBS; Superman, MBS

BECKER, SANDY

Young Dr. Malone
CBS-AM

BEECHER, WALTER

Hot Point Show, KNX; TV-Mystery is My Hobby, You Be the Jury, Ed Wynn Show

BEHRENS, FRANK

Bobby Benson
MBS

BELL, RALPH

Bobby Benson
MBS

BENADARET, BEA

George Burns and Graeie Allen Show
CBS-TV

BENGSTON, VIRGINIA CLARK

Virginia Gale Program, WGN; Hostess House, WGN

BENNETT, JULIE

Theater Guild of the Air, NBC; True Detective, MBS

BENNY, JACK

B. Feb. 14, 1894, Chicago, Ill.; The Jack Benny Show, CBS; and Jack Benny TV Show

BENSON, AL

WGES, Chicago

BENSON, RED

Red Benson's Movie Matinee, Take A Number, MBS; Julie Conway and Red Benson Show, MBS; St. Nick's Music Hall Varieties, WOR-TV

BERG, GERTRUDE

The Goldbergs, CBS-TV

BERGEN, EDGAR

B. Feb. 16, 1903, Chicago, Ill., educ. Northwestern Univ., B.A., hon. M.A.; Edgar Bergen, Charlie McCarthy Show, CBS, CBS-TV

BERLE, MILTON

Texaco Star Theater, NBC-TV

BERNARD, TOMMY

One Man's Family, Those Websters, Great Gildersleeve, TV — The Ruggles

BERNER, SARA

Star of Sara's Private Caper, Jack Benny, Jimmy Durante, Amos 'n Andy, TV — Toast of the Town, Ted Mack's Original Amateur Hour, Buster

SAKI
HOLTSWORTH AGENCY

Talented
MODELS
FOR
Television

RADIO Photographers • Fashions
Illustrators • Character

CO-5 9367

1558 BROADWAY N.Y. 19 N.Y.

REPRESENTATIVE OF
Jence Lowry



JAN MURRAY

RADIO-TV
SONGS FOR SALE — CBS
SING IT AGAIN — CBS

Bookings:
M.C.A.

Management
JACK BERTELL



PHIL BAKER

"\$64 Question"—NBC

Management
JACK BERTELL



EARL WRIGHTSON

At Home Show — CBS-TV
Paul Whitman Revue — ABC-TV
Victor Records

Personal Management:
Jack Bertell
Don Coplin—Associate
745 5th Ave.
New York 22, N. Y
PL. 9-5260

. . . **Radio and Television Artists** . . .

Keaton, Tex Williams Western
Caravan

BERRY, JIM
This is Your FBI, TV — ABC
& KECA Staff

BERTHAM, BERT
Suspense, CBS; Fred Waring
Show, Love and Learn, Cameo
Theater, NBC; Longines-Witt-
nauer Show, CBS

BICKART, SANDY
Buck Rogers, ABC-TV; Back-
stage Wife, NBC; Philco, NBC-
TV; Tropic Holiday, ABC-TV;
Lights Out, NBC-TV; Studio One,
CBS-TV

BILLINGSLEY, SHERMAN
The Stork Club
CBS-TV

BLOCK, HAL
What's My Line?
CBS-TV

BLYDEN, LARRY
Bobby Benson
MBS

BOLES, JIM
B. Feb. 28, 1914, Lubbock, Texas;
I Love A Mystery, MBS; One
Man's Family, NBC-TV; King's
Row, CBS; Greatest Story Ever
Told, ABC; The Shadow, MBS;
Big Town, CBS-TV; Bobby Ben-
son, MBS; Mr. Fix, NBC; Fred
Allen, NBC; Big Story, NBC;
Kraft Television Theater, NBC-
TV; Famous Jury Trials

BONNEY, GAIL
20 Years in Raquo

BOON, ROBERT
Lux, Stars Over Hollywood,

Clyde Beatty, Sherlock Holmes,
TV—Your Witness, Mystery is
My Hobby

BOYD, BILL
B. June 5, 1898, Cambridge, O.;
Hopalong Cassidy starring Wil-
liam Boyd, MBS, NBC-TV

BRAHAM, HORACE
Studio One, CBS-TV; Philco,
NBC-TV; Cavalcade, NBC; The-
ater Guild, NBC; Mystery The-
ater, CBS; Man Against Crime,
CBS

BRIGGS, DON
True Detective Mysteries
MBS

BROWN, DORIS
Lucky Pup
CBS-TV

BROWN, JOHN
George Burns & Gracie Allen
Show, My Friend Irma
CBS-TV

BRYAN, ARTHUR Q.
Fibber McGee & Molly, Rich-
ard Diamond, TV—Hank Me-
Cune

BRYAN, MARVIN
Shadow and Substance, TV—
Lightning Never Strikes,
Yenus or Bust

BRYSON, LYMAN
We Take Your Word, Invita-
tion To Learning
CBS

BUNIN, HOPE
Lucky Pup
CBS-TV

BUNIN, MOREY
Lucky Pup
CBS-TV

BURKE, BERNARD
Goodyear-Paul Whiteman Re-
vue, ABC, Kraft TV Theater,
NBC-TV, The Big Story, NBC;
Treasury Men In Action, ABC;
Hi!top House, Helen Trent,
CBS

BURKE, MAURICE
Philco Theater, NBC-TV;
Lucky Strike Theater, NBC-
TV, Man Against Crime,
WCBS-TV; One Man's Family,
NBC-TV

BURNS, GEORGE
B. New York, N. Y.; George
Burns and Gracie Allen Show,
CBS-TV

BURROWS, ABE
This is Show Business, We
Take Your Word, Hear It Now
CBS & CBS-TV

BUTLER, DAWS
Suspense, The Whistler, Dr.
Christian, TV — Time for
Beany, Yer Ole Buddy

BUYEFF, LILLIAN
Lux, Broadway is My Beat;
Richard Diamond

— C —

CAESAR, SID
Your Show of Shows, NBC-TV

CALDER, KING
Bobby Benson
MBS

CALDWELL, SAM
Garden Gate
JBS-AM



**VAN
AND
THE
GENIE**

Rosamond Vance
Lorenzo Fuller

GERTRUDE BERG
AND
THE GOLDBERGS

SANKA COFFEE
YOUNG & RUBICAM
CBS-TV

Exclusive Representation
TED ASHLEY ASSOCIATES



**Jack
Carson**

Management
Frank Stempel
Hollywood, Calif.

. . . **Radio and Television Artists** . . .

CAMARGO, RALPH

Mark Trail, MBS; Modern Romances, ABC; Gang Busters, CBS; Road of Life, NBC; Counterspy, ABC; The Web, CBS-TV; Fat Man, ABC; Treasury Agent, ABC-TV; The Big Guy, NBC; Theater Guild, NBC; Front Page, CBS-TV; Believe It Or Not, NBC-TV; Grand Central Station, CBS; Bobby Benson, MBS

CAMPBELL, PATSY

Second Mrs. Burton
CBS-AM

CANOVA, JUDY

B. Nov. 29, 1916, Jacksonville, Fla.; The Judy Canova Show, NBC

CANTOR, EDDIE

Four Star Review, NBC-TV

CAROL, JACK

Father Knows Best, Sherlock Holmes, My Favorite Husband, Gene Autry, TV — Armchair Detective

CARSON, JACK

B. Oct. 27, 1910, Carman, Manitoba, Can.; Jack Carson Show, NBC-TV

CARTER, ANN

Lux, Edgar Bergen, Own Disc Jockey Show 2 yrs., KFWB; Screen Guild Theater, Hedda Hopper, Academy Award

CARTER, JACK

The Jack Carter Show, NBC-TV

CASSEL, ARTHUR S.

B. April 18, 1941, New York,

N. Y.; One Man's Family, NBC-TV; Eddie Cantor, NBC-TV; Fred Allen, NBC-TV; Chico Marx, ABC-TV; Studio One, CBS-TV; Ford Theater, CBS-TV

CASSEL, SID

Man Against Crime, CBS-TV; Ford Theater, CBS-TV; Studio One, CBS-TV; Lights Out, NBC-TV; Gabby Hayes, ABC-TV; Big Story, NBC-TV

CAVENDISH, CONSTANCE

Lux, NBC Theater, Jack Benny; Hallmark Playhouse, TV —Thespian, Christmas Carol

CHAPMAN, PATTEE

13 yrs. network radio. Life of Riley, This is Your FBI, others, TV — Spookie on Enchanted Piano, Hour Glass Show, Campus Capers, Life of Riley

CHASE, ILKA

Fashion Magic
CBS-TV

CHASE, STEPHEN

Cisco Kid, Family Theater, TV — Craig Kennedy, Lone Ranger

CHORDETTES

Arthur Godfrey Time, Arthur Godfrey And His Friends
CBS-TV

CHRISTINE, VIRGINIA

Hedda Gabler, Irene Show, NBC; TV — Films & Live

CHRONIS, PHILLIP

Lux, Cavaleade, Gildersleeve, TV—16 min. films

CLARK, CLIFF

Dennis D.y. The Whistler

CLARK, LON CLAUDE

B. Bricelyn, Minn.; Nick Carter, MBS; Exploring the Unknown, MBS; Flashgun Casey, NBC; Aldrich Family, NBC; Boston Blackie, MBS; Gangbusters, ABC

CLARKE, PHILIP

Mr. Keen, Tracer of Lost Persons
CBS

CLARKE, ROBERT

Skippy Hollywood Theater, Lux, Cavaleade, Stars over Hollywood, TV—Philco Playhouse, Studio One

CLINTON, EDITH

Jimmy Allen Show, The Fightin' Calhans, TV — Hoffman TV Shows, KECA

COCA, IMOGENE

Your Show of Shows, NBC-TV

COGAN, SHAYE

Vaughn Monroe Show
CBS-TV

COLE, BOB

Lux, Family Theater, Texas Rangers, TV—Jonathan Story

COLLINS, COLEEN

Jimmy Durante, Life of Riley, TV—Those Housewife Commercials, Gigi and Jack, United TV

COLLYER, BUD

Beat the Clock, CBS-TV; Say It With Acting, NBC-TV; Break The Bank, NBC-AM-TV

ED WYNN

FOUR STAR REVUE

NBC-TV

DANNY THOMAS

NBC - TV

"FOUR STAR REVUE"

Congratulations

DINAH SHORE

You just can't help being the best.

Eddie Cantor

COMO, PERRY

Perry Como Show, CBS
CONNOR, WHITFIELD
 Dragon, Sam Spade. Hallmark

CONTE, JOHN

B. Sept. 15, 1915, Palmer, Mass.; Arms and the Girl, Theater Guild-Broadway Musical; Startime, Dumont-TV; Van Camp's Little Show, NBC-TV; Your Show of Shows, NBC-TV; Studio One, CBS-TV; Somerset Maugham TV Theater, CBS-TV

COOK, BARBARA

COOK, PHIL
 WCBS

COOK, TOMMY

Over 2000 Network shows, TV, Several guest appearances

COOLEY, SPADE

B. Grand, Okla.; Spade Cooley TV Show, KTLA; Paramount; Decca Records; Standard Transcriptions

COOPER, BEN

True Detective Mysteries
 MBS

COTSWORTH, STAAHS

Casey-Crime Photographer, CBS; Front Page Farrell, NBC; Marriage For Two, NBC; The Guiding Light, CBS; Cavalcade, NBC; Theater Guild on the Air, NBC; The Shadow, MBS

COWLING, SAM

Breakfast Club, ABC; Don McNeill TV Club, ABC-TV

CRAIG, RENA

12 yrs. on radio, TV — KFI (live)

CROCKER, BETTY

Betty Crocker Program
 CBS-TV

CROSBY, BING

Bing Crosby Show
 CBS

CROSBY, BOB

Club 15
 CBS

CURY, DAN

Bobby Benson
 MBS

— D —

DALY, JOHN

We Take Your Word, CBS-TV; What's My Line, CBS-TV

DAVIS, JOEL

Hallmark, Count of Monte Cristo, Clyde Beatty Show, TV — The Ruggles, Your Witness

DAVIS, KENNY

Vaughn Monroe Show
 CBS-TV

DAWSON, RONALD

Johannesburg, South Africa; Murder By Experts, Mutual; Mysterious Traveller, Mutual; Nick Carter, Mutual; Philco Playhouse, NBC; The Clock, NBC; Studio One, CBS

DEKOVEN, ROGER

Bobby Benson, MBS; True Detective Mysteries, MBS

DELANO, GWEN

20 yrs. radio, TV — With Arch Oboler, Jackie Gleason Ruggles Ehlow

DE SANTIS, JOE

Under Arrest, WOR; Egg Story, ABC; Ford Theater, CBS; Big Sister, CBS; Casey, Crime Photographer, CBS; Big Town, NBC; Bobby Benson, MBS

DIAMOND, ANNE

Screen Directors Playhouse, Skippy Hollywood Theater, Cisco Kid, TV — Apt. 4A, Armchair Detective

DIAMOND, DON

Dangerous Assignment, NBC Theater, So Proudly We Hail, TV — Marshal of Gunsight Pass

DIXON, BOB

Kate Smith, NBC-TV; Ed Murrow Program, CBS; Chuckwagon, CBS-TV; Perry Mason, CBS; Life Can Be Beautiful, NBC.

DOAN, DOROTHY

Vanity Fair
 CBS-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.;

**MARY
 MARGARET
 McBRIDE**

— • —

Exclusive Management:
ESTELLA H. KARN
 49 WEST 45TH STREET
 NEW YORK CITY



Frank Sinatra



Ed and Pegeen Fitzgerald

T V Too!

Radio and Television Artists

Warriors of Peace, ABC; Fred Allen Show.

DONLEY, BOB
Bobby Benson
MBS

DORING, EDDIE
Date with Judy, Junior Miss, Life of Riley, TV — Mr. Do Good, Assignment Hollywood, Hollywood Mystery House

DOUGLAS, DON
True Detective Mysteries
MBS

DOUGLAS, SHARON
Life of Riley, Joan Davis Show, Judy Canova, Lux

DOWNEY, MORTON
Star of the Family, CBS-TV; Refreshment Time

DRAKE, ALICE
DRAKE, GALEN
WCBS

DRAPER, MARGARET
Brighter Day
CBS-AM

DRESSLER, ERIC
True Detective Mysteries
MBS

DRYDON, BOB
Bobby Benson, MBS; I Love A Mystery, MBS

DUNN, EDDIE
(See Announcer-MC)

DURANTE, JIMMY
Norge, NBC-TV; Pet Milk, NBC-TV; Motorola, NBC-TV; Big Show, NBC

DuVAL, JOE
Cisco Kid, Red Ryder, Richard Diamond, TV — Your Witness, Eddie Drake Series

— E —

EDWARDS, RALPH
Truth or Consequences, CBS; Truth or Consequences, CBS-TV; This is Your Life, CBS

EDWARDS, SAM
Corliss Archer, Suspense, Father Knows Best, TV — Hoffmau films

EGGLESTON, SHIRLEY
B. Cleveland, Ohio; Nash Air-

flyte Theater, CBS-TV; Counter-spy, ABC; Modern Romances, ABC; Hannibal Cobb, ABC; Al-drich Family, NBC; Cathedral Films of Hollywood, Cal.

EILER, VIRGINIA
Dennis Day, Let George Do It, Dr. Christian, TV — Commercials

ELSPETH, ERIC
The Shadow
MBS

ENDEKS, RUTH
Mr. I. Magination
CBS-TV

ERLENBORN, RAY
Edgar Bergen, Blondie, Gene Autry, TV — Ed Wynn Show, Alan Young, Buster Keaton Shows

— F —

FADIMAN, CLIFTON
This Is Show Business
CBS-TV

FARRAK, STANLEY
20th Year in Radio, TV — The Ruggles



**PAUL
WINCHELL
AND
JERRY
MAHONEY**



MANAGEMENT—COUNSEL
GOLDFARB, MIRENBURG & VALLON

RKO BLDG. — N. Y. C.



PUBLICITY
MARVIN KOHN

BOOKINGS
WILLIAM MORRIS
AGENCY

JEAN HERSHOLT

“Dr. Christian”

14th Year

VASLINE
PRODUCTS

CBS, WEDNESDAYS
8:30 to 9:00 P.M.



Lady Iris Mountbatten

M. C.

Versatile Varieties Show

C.B.S.

SUNDAY MORNINGS

11:30 A.M.

Sponsored by

BONA FIDE MILLS

MANAGEMENT - COUNSEL

Elizabeth Miele

ATTORNEY-AT-LAW

1136 - 5th AVENUE

TRafalgar 6-5893

Radio and Television Artists

FIELD, FRITZ

NBC Theater, Night Beat, The Saint, TV — Pantomime Quiz, Buster Keaton

FELTON, VERNA

Judy Canova, Much about Doolittle, Dennis Day

FENNELLY, PARKER

The Fred Allen Show
NBC

FIELD, NORMAN

Six years on Lux, TV — 39 weeks on Mystery is my Hobby

FIELDS, EDDY

Seren Guild, Lux, My Friend Irma, TV — The Judge

FITZGERALD, ED & PEGEEN

The Fitzgeralds, ABC, 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; The Shadow, MBS

FORAY, JUNE

Fibber McGee & Molly, Buster Brown, Harry & Faye, Bob Hope, TV — Tex Williams, Buster Keaton, Buster Brown Gang

FORD, SENATOR ED

B. June 13, 1887, Brooklyn, N. Y.; Can You Top This?, NBC; Vox Pop; Hobby Lobby; Guest Appearances.

FRANCIS, ARLENE

What's My Line?, CBS-TV; Blind Date, WJZ-TV

FRANCIS, EUGENE

Kraft, Lights Out, WNBT; Mr. District Attorney, WNBC; Modern Romances, WJZ; True Detective, Martin Kane, MBS; Perry Mason, CBS

FREEMAN, FLORENCE

Wendy Warren And The News
CBS-AM

FROST, ALICE

Mr. & Mrs. North, WCBS; Quick as a Flash, WJZ; M-G-M Theater of the Air, WMGM; FBI in Peace and War, WCBS; Mr. District Attorney, WNBC; Peter Salem, WOR

FULLER, ED

Mr. I. Magination
CBS-TV

FULLER, LORENZO

B. March 22, 1924, Stockton, Kan.; Van and the Genie, WPIX; Lorenzo Fuller Show, WLIB; Kiss Me Kate (Musical Conductor, Musical Miniatures), NBC-TV

— G —

GAMMILL, NOREEN

23 yrs. on radio, TV — Commercials

GARDNER, ED

"ARCHIE"

Duffy's Tavern, NBC

GARGAN, WILLIAM

Martin Kane, Private Eye, NBC-TV, Mutual

GARLAND, LENORE

Bobby Benson
MBS

GATES, RUTH

Mama
CBS-TV

GAVLIN, FREDERICK

Radio Since 1943, TV — Alan Young, Bill Welsh Shows

GAXTON, WILLIAM

Nash Airflyte Theater
CBS-TV

GERALD, HELEN L.

Cavalcade, NBC; Armstrong Theater, CBS; Martin Kane, MBS; Living 1950, NBC; Suspense, CBS-TV; Ford, NBC-TV

GERARD, HAL

Stock and Repertoire

GERSTLE, FRANK

Lux, Hollywood Star Playhouse, The Whistler, TV — Lone Ranger, Armchair Detective, Hedda Hopper Show

GILMAN, PAGE

One Man's Family, I Love a Mystery, TV — One Man's Family, Spice of Life

GILMAN, TONI

B. June 2, 1923, Chicago, Ill.; Our Gal Toni, ABC-TV

GODFREY, ARTHUR

Talent Scouts, CBS-TV; Arthur Godfrey Show, CBS-TV

GEORGE BURNS and GRACIE ALLEN

WCBS-TV

Every Other THURSDAY

FOR

CARNATION EVAPORATED MILK

THRU

ERWIN, WASEY & CO., INC.

With—

BILL GOODWIN
BEA BENADERET
JOHN BROWN

Producer - Director
RALPH LEVY

Writers—

PAUL HENNING
SID DORFMAN
HARVEY HELM
WILLY BURNS

ARTHUR GODFREY



BILL STERN

N.B.C. Sports Director

RADIO

TELEVISION

NEWSREELS



. . . **Radio and Television Artists** . . .

GOODWIN, BILL

Georg Burns and Gracie Allen Show
CBS-TV

GORDON, GLORIA

My Friend Irma, The Halls of Ivy, Jaek Benny, Alan Young, Lux

GOSFIELD, MAURICE L.

Theater Guild on the Air, NBC; Martin Kane, Pvt. Eye, WOR; Right to Happiness, NBC; Casey Crime Photographer, WCBS; Studio One, CBS-TV; The Clock, NBC-TV

GOSS, JAMES

Cavalcade of America, NBC; Greatest Story, ABC; FBI in Peace and War, CBS; Perry Mason, CBS; Spy King, MBS; Armstrong-SBL, ABC (Chicago)

GRAHAM, TIM

Sherlock Holmes, Lux, Skippy Hollywood Playhouse, Hopalong Cassidy, TV — Mystery is my Hobby, The Ruggles Show

GRANBY, JOSEPH

22 years in Radio, TV — Your Witness, You Be the Jury

GRANT, BERNARD

Big Story, NBC; Radio City Playhouse, NBC; FBI in Peace and War, CBS; Cavalcade of America, NBC; Counterspy, ABC; Kraft Television Theater, NBC-TV; Bobby Benson, MBS

GRANT, GLORIA

One Man's Family, Skippy Hollywood Theater, Guiding Light, TV — Live and Films

GRAY, BARRY

Barry Gray Show, WMCA; Winner Take All, CBS-TV

GRAY, ROBERT

Dangerous Assignment, Lux Theater, Cavalcade of America, TV — Armchair Detective

GREGG, VIRGINIA

Richard Diamond, Let George Do It, Count of Conte Cristo

GREY, ARLYNE

Believe It or Not, NBC-TV, Mary Kay & Johnny, NBC-TV

GRIGGS, JOHN

Bobby Benson
MBS

GRUNDY, DORIS

Jack Armstrong, ABC; Judy and Jane, NBC; Tom Mix, MBS; Quiz Kids Commercials, NBC-TV; Curtain Time, NBC; Hall of Fantasy, MBS

— H —

HAAG, J. ROBERT

Hilltop House, CBS; Rosemary, CBS

HAINES, LARRY

Inner Sanctum, CBS; FBI in Peace and War, CBS; Gregory Hood, MBS; Cavalcade of America, NBC; Gangbusters, CBS; Rosemary, Dr. Malone, CBS; Pepper Young, Mr. D.A.,

NBC; True Detective, Shadow, MBS; The Shadow, MBS

HALL, HELEN

WOR's Barbara Welles; Femme Fair, MBS

HALOP, FLORENCE

Duffy's Tavern, Durante Show

HAMMOND, EARL

B. June 17, 1921, New York, N. Y.; Modern Romances, ABC; Kraft, NBC-TV; Inside Detective, WABD; Martin Kane, WNBC-TV, WOR; Detour, WJZ-ABC; Counterspy, ABC

HANMER, DON

Suspense, CBS-TV; Lights Out, NBC-TV; Ford Theater, CBS-TV; Danger, CBS-TV Sure As Fate, CBS-TV Actors Studio, CBS-TV

HANOR, DONNA

This is Your FBI, Lux, Cisco Kid, TV — Commercials, Hawk McCune Show

HARFORD, ALEC

Lux, Suspense, NBC Theater, Hallmark Playhouse

HARRINGTON, MARY LOU

11 years in Radio as "Joan" on One Man's Family, TV-KFI-TV, N. Y. and California

HARRIS, ALAN

Patner Knows Best, Cisco Kid, Family Theater, TV-Ed Wynn Show, Alan Young Show, The Ruggles, You Be the Jury

HARRIS, PHIL

Jack Benny Show
CBS

GOODSON-TODMAN PRODUCTIONS

Creative Programming For Radio and Television

49 East 52nd Street

New York 22, N. Y.

MARK GOODSON

BILL TODMAN

DORIS
McWHIRT

and

LAWSON
ZERBE

SC. 4-5700



JACKSON
BECK

ACTOR -- ANNOUNCER
NARRATOR
RADIO — TELEVISION

PL. 7-0700

Radio and Television Artists

HARVEY, DON

The Whistler, Red Ryder, Hedda Hopper's Hollywood, TV — The Dictator and other films

HARVEY, KEN

Dr. Christian, Life of Riley, Red Ryder, TV — Films

HAYES, MICHAEL

Family Theater, Stars over Hollywood, The Rosary Hour, TV — Mystery Is My Hobby, The Triumphant Hour

HEARN, SAM

Jack Benny Show, Bob Hope, Dennis Day, TV — Guest appearances, Ed Wynn, Alan Young Show

HECKERT, EILEEN

The Shadow
MBS

HEDLUND, GUY

Guy Hedlund Co., Traveler's Insurance Co.

HEIDT, HORACE

Horace Heidt Original Youth Opportunity Program
CBS-TV

HERBERT, WILMS

Richard Diamond

HERMAN, GIL

Prudential Family of Stars, My Friend Irma, Life with Luigi, TV — Arch Oboler's Comedy Theater, Ed Wynn Show

HERSHFIELD, HARRY

Can You Top This?, NBC

HERSHOLT, JEAN

B. July 12, 1886, Copenhagen, Denmark; Dr. Christian (14th year), CBS

HEWITT, ALAN

The Shadow, MBS, The Aldrich Family, NBC

HICKMAN, HERMAN

Celebrity Time
CBS-TV

HILL, RAMSAY

Lux, Escape, Pursuit, TV — Armchair Detective, and other films

HILTON, JAMES

Halmark Playhouse
CBS

HODGE, AL

Bobby Benson
MBS

HOLBROOK, JOHN

Red Skelton Show, Horace Heidt, Ralph Edwards, TV — Tex Williams Western Caravan, Cyclone Malone

HOLLAND, TOM

One Man's Family, FBI, Philip Marlowe, Family Theater, TV — The Pendulum, Your Witness

HOLMES, ELSIE

Junior Miss, Red Ryder, Hollywood Star Theater, TV — KTLA, KTTV, KLAC, Hollywood Career, Armchair Detective

HOLTON, ROBERT WILSON

Hollywood Playhouse, Cisco Kid, Dr. Paul

HOOD, DARLA

Ken Murray Show
CBS-TV

HOPE, BOB

Bob Hope Show, NBC, NBC-TV

HUBER, HAROLD

True Detective Mysteries
MBS

— I —

IRVING, CHARLES

B. July 30, 1912, Minneapolis, Minn.; B-Bar-B Riders, MBS; Milton Berle Show, NBC-TV; The Babe Ruth Story, ET; Joe DiMaggio Show, CBS, NBC; The Henry Morgan Show, NBC; Bobby Benson, MBS

IRVING, HOLLIS

B. July 22, 1924, Minneapolis, Minn.; Rosemary, CBS; Van Camp Little Show, NBC-TV; Pepper Young, NBC; Detective's Wife, CBS-TV; Ford Theater, CBS-TV; Hollywood Screen Test, ABC-TV

— J —

JACKSON, GINNY

Rex Allan Show
CBS

JACKSON, JANET

If I had my Life to Live Over

Miss Toni Gilman

Television:
Chicago — New York



BEST WISHES

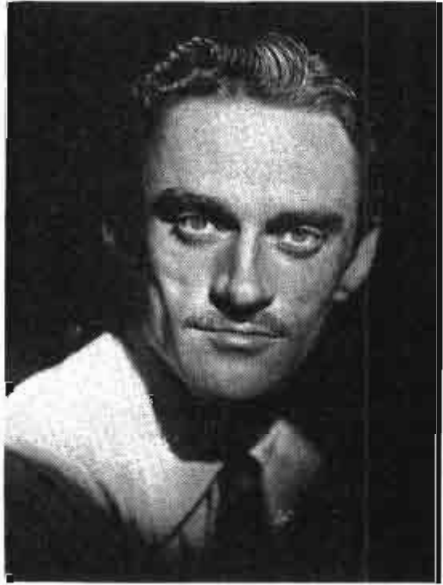
• • • AL BENSON • • •

WGES

Chicago, Illinois



ATHENA LORDE



JIM BOLES

SU. 7-5400

Radio and Television Artists

JANNEY, LEON

Ethel Merman Show, NBC; Think Fast, WJZ; This Is Nora Drake, CBS; Pepper Young's Family, NBC; Stop Me If You've Heard This, NBC; Famous Jury Trials, Bobby Benson, MBS; True Detective, MBS

JAYE, MIRIAM

The Truitts
TV-KLAC

JOELS, MERRILL E.

Bonny Maid Versatile Varieties, NBC-TV; Believe It Or Not, NBC-TV; Life Can Be Beautiful, NBC; Big Story, NBC; Crime Photographer, CBS; Martin Kane, MBS

JOHNSON, CLIFF

JOLLOS, INGE

Lux, Gene Autry, Grand Central Station, Ford Theater.
TV — Live and Film

JORDAN, JIM

B. Nov. 6, 1896, Peoria, Ill.; Fibber McGee and Molly, NBC (Pet Milk)

JORDAN, MARIAN

DRISCOLL

B. April 15, 1897, Peoria, Ill.; Fibber McGee and Molly, NBC (Pet Milk)

JOSTYN, JAY

Mr. District Attorney, NBC

— K —

KADELL, CARLTON W.

A Life In Your Hands, NBC; Jack Armstrong, Sky King, ABC

KANE, BYRON

10 years, all networks, TV — Armchair Detective, The Pendulum, Oboler's Comedy

KAUFMAN, GEORGE S.

This Is Show Business
CBS-TV

KAY, GERALDINE

Gloom Dodgers with Willie Shore, WENR-TV (ABC), The Dave Garroway Show, WMAQ (NBC); Studs' Place, WMAQ, WENR-TV; Hawkins Falls, WMAQ (NBC); Comedy Playhouse, WGN (Mutual); First Nighter, WENR-TV (ABC)

KAYE, VIRGINIA

Rosemary
CBS-AM

KEATH, BYRON

Jack Carter, WNBQ-TV; Chi. Mystery Theater, WGN-TV; They Stand Accused, WGN-TV; Sky King, WGN; Crisis, WNBQ-TV; Quiz Kids, WNBQ-TV

KEEN, EARL

Sam Spade, Phil Harris, Let George Do It, Roy Rogers, TV — Commercial Trailer, Special Effects

KEENE, WM.

B. Aug. 4, 1911, Franklin, Pa.; The Big Story, NBC & NBC-TV; Big Town, NBC; Greatest Story Ever Told, ABC; Famous Jury Trials, WABD; We, The People, NBC & NBC-TV; Road Of Life, NBC

KEIGHLEY, WILLIAM

Lux Radio Theater
CBS

KEITH, RICHARD

True Detective Mysteries
MBS

KELK, JACKIE

The Aldrich Family, NBC-AM, TV

KIDDER, HUGH

Lux Radio Theater, Dr. Paul, Aunt Mary

KILGALLEN, DOROTHY

What's My Line?
CBS-TV

KING, CARL

B. July 30, 1921, St. Louis, Mo.; King's Crossroads, WOR-TV; Capt. Video, WABD - Dumont; Mayfair House, WPIX

KING, JOHN REED

WCBS

KINGSTON, LENORE

TV — Mistress of Ceremonies

KIRKWOOD, JACK

B. Belfast, Ireland; Jack Kirkwood Show, Don Lee Network; The Bob Hope Show, NBC

talent • packages • talent • packages • talent • packages •

AFFILIATED ARTISTS

Representatives

IRENE ETKIN

ROBERT MAYBERRY

LEE WALLACE

20 East 53 St., New York, N. Y. PLaza 3-1862

talent • packages • talent • packages • talent • packages •



IRVING MANSFIELD



Fiction and
Affectionately Yours

*

SAM COWLING

"Breakfast Club" — ABC

"Don McNeill TV
Club" — ABC-TV

Radio and Television Artists

KNOTTS, DON
Bobby Benson
MBS

KOPLIN, MORTON
True Detective Mysteries
MBS

KRAMER, MANDELL
True Detective Mysteries
MBS

KROEGER, BERRY
The Shadow
MBS

KRUGMAN, LOU
In radio since 1929, TV —
Live and Film

KRUSCHEN, JACK
Dragnet, Suspense, Lux,
Broadway is my Beat, Screen
Guild, Dennis Day

KRUSCHEN, MIRIAM
Dragnet, Stars Over Holly-
wood, Rocky Jordan

— L —

LAIRE, JUDSON
Mama
CBS-TV

LANG, HARRY
Cisco Kid

LANSING, MARY
20 years in radio

LAPOINTE, ARMAND
America's Town Meeting, TV
—Narrator, actor

LARKIN, JOHN
A Tree Grows in Brooklyn, Right

to Happiness, NBC; Perry Mason,
CBS; True Detective Mysteries,
MBS

LATHAM, JOE
Big Story, Aldrich Family,
Hopalong Cassidy, WNBTV;
Suspense, CBS-TV; Cavalcade,
NBC; F.B.I., CBS

LA TOREE, CHARLES
Lux, Suspense, TV — KNBH;
KFI, KTLA

LA VINDER, GRACILLE
This is Hollywood, Family
Theater, TV — KTSL; KTLA;
KEDA

LAURIE, JOE, JR.
Can You Top This?, NBC

LAWRENCE, CHARLOTTE
Lux, This Is Your FBI, Night
Beat, The Whistler, TV —
Marge Evans, The Jonathan
Story

LAWRENCE, MORT
(See Announcers-MC)

LAWRENCE, RAYMOND
Screen Guild, Sherlock Holmes,
Suspense

LAWTON, ALMA
NBC Theater, Lux, Screen
Guild, Family Theater, TV—
Treasures of Literature, Mys-
tery is My Hobby, The Pendu-
lum

LAWTON, JUDITH
Trouble is my Business, Fred
Allen, TV — What's New?
Meet Your Neighbor

LEDOUX, LEONE
Radio—10 years. TV—KTSL

LEEDS, PETER
Jimmy Durante, Maisie, Fa-
vorite Husband, FBI

LEIGH, LILLIAN
(Mrs. Jack Kirkwood)
Jack Kirkwood Show, Don Lee
Network

LENARD, GRACE
Theater Guild, Lux, Mr. &
Mrs. North, TV — Kraft The-
ater, Design for Women, Cam-
era Close-ups

LEONARD, BILL
Let's Live
WCBS-TV

LEROY, RITA
TV — Silver Theater, You're
the Star, Rita Leroy Show,
Editor's Round Table

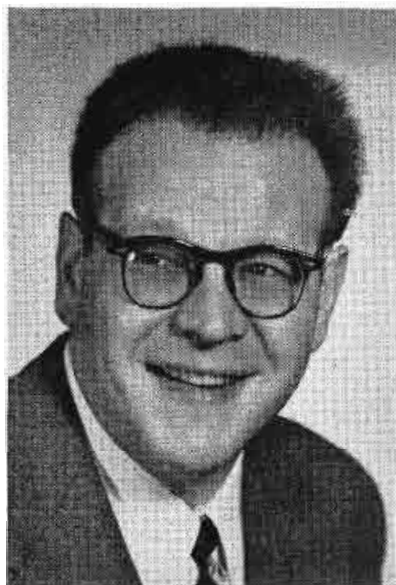
LESLIE, LOUISE
Homemakers Exchange
CBS-TV

LEVENSON, SAM
The Sam Levenson Show
CBS-TV

LEWIS, CATHY
My Friend Irma

LEWIS, ROBERT Q.
The Show Goes On, Robert Q's
Matinee, CBS-TV

LINKLETTER, ART
House Party
CBS



CHARLES IRVING
LE. 2-1100



HOLLIS IRVING
LE. 2-1100



MAGGI McNELLIS

"LEAVE IT TO THE GIRLS"
"TALENT SEARCH"

NBC-TV



JACK CARTER

NBC-TV

"CAN YOU TOP THIS?"



SENATOR
FORD

PETER
DONALD

JOE
LAURIE, JR.

WARD
WILSON

HARRY
HERSHFIELD

ED. J. WEBER, Gen'l Mgr., 156 West 44th St., New York 18, N. Y.

Radio and Television Artists

LIPTON, BILL

Bobby Benson
MBS

LISZT, MARGIE

10 yrs. in Radio, TV—KTTV;
KNBH; KECA-TV

LIVINGSTON, MARY (Mrs. Jack Benny)

B. June 23, 1909, Seattle, Wash.;
The Jack Benny Show, CBS

LOEB, PHILIP

The Goldbergs
CBS

LORE, ATHENA

I Love A Mystery, NBC; One
Man's Family, NBC-TV; Modern
Romances, ABC; The Big Story,
NBC; Man Against Crime, CBS-
TV; Lights Out, NBC-TV; The
Clock, NBC-TV; Gangbusters,
CBS

LOULE, EZELLE

Eve Arden, My Favorite Hus-
band, The Whistler, TV —
Alan Young, Armchair Detec-
tive, Joe Graydon

LUNG, CHARLIE

Radio — 27 years, TV — Live
and Films

LYNCH, KENNETH

True Detective Mysteries
MBS

LYTTON, HERBERT

10 years in Radio, TV—Films
and Live

— Mc —

MacDONALD, MARGARET

TV — Ruggles Show, Guest
Shots, commercials

MacDONNELL, KYLE

Celebrity Time
CBS-TV

McBRIDE, MARY MARGARET

ABC

McCAFFERY, JOHN K. M.

We Take Your Word
CBS

McCALLION, JAMES

The Shadow
MBS

McCLUSKEY, JOYCE

Broadway is My Beat, Johnny
Dollar, Dr. Christian, TV —
KTLA; WBKB; ABC

McDONNELL, CRAIG

Bobby Benson, MBS; Story
Shop, NBC

McDOWALL, VIRGINIA

NBC Theater, Family Theater,
Hollywood Theater, TV—Hol-
lywood Mystery Theater

McELROY, JACK

B. Oct. 21, 1913, Kansas; Wel-
come to Hollywood, ABC Coast-
to-Coast; CBC, Canada

McGRATH, PAUL

Your Host of Inner Sanctum,
ABC; John Wayne in Big
Sister, CBS; F.B.I. in Peace
and War, CBS; Philco TV
Playhouse, NBC-TV; Show-
time, U.S.A., ABC-TV; Arm-
strong Circle Theater, NBC-
TV

McKAY, JIM

The Real McKay
WCBS-TV

McKNIGHT, ROBERT

Bobby Benson
MBS

McMILLAN, GLORIA

Eve Arden Show
TV — KNBH; KFL-TV

McMILLAN, JANET

Hopalong Cassidy

McNEAR, HOWARD

Lux, Family Theater, Red Ry-
der

McNEILL, DON

B. Dec. 23, 1907, Galena, Ill.;
Don McNeill's Breakfast Club,
ABC; Don McNeill's TV Club
ABC

McNELLIS, MAGGI

Leave It To the Girls, Talent
Search, NBC-TV

McQUADE, ARLENE

The Goldbergs
CBS

13th YEAR Anniversary

The Don Martin School of Radio Arts

Over 400 radio stations in 38 states are now employing our graduates as announcers, script writers, newscasters, sports announcers, and combination men (1st class technicians).

For further information write the Don Martin

School of Radio Arts

1655 No. Cherokee, Hollywood, Cal.



WENDY BARRIE

Management: Martin Goodman

65 West 54th St.

N. Y. C.



JAY JOSTYN

Management: Martin Goodman

65 West 54th St., N Y C



BILL CULLEN

Management: Martin Goodman

65 West 54th St., N Y C



ARLENE FRANCIS

Management: Martin Goodman

65 West 54th St., N Y C

Radio and Television Artists

McVEAGH, EVE
Clyde Beaty Show, Lux, Family Theater, TV — The Jonathan Story, The Pendulum, Armchair Detective

McVEY, TYLER
One Man's Family, Screen Guild Players, Gene Autry

McWHIRT, DORIS
Ma Perkins, WCBs; Lorenzo Jones, WNBC; We, the People, WNBC; Walter Winchell, WJZ; Modern Romances, WJZ; Aunt Jenny, WCBs

— M —

MACK, GILBERT
Bobby Benson
MBS

MALLARD, ANNE
TV — The Pendulum, Commercials

MALONE, TED
B. May 18, 1908; The Ted Malone Show, ABC; Europe Today, ABC-TV; Holiday Overseas, ABC-TV; Crossroads, ABC; It's Your Business, ABC; Freedom Flight, ABC-TV

MANSON, CHARLOTTE
Kings Row, CBS; Nick Carter, MBS; Nora Drake, CBS; NBC, ABC

MARBLE, HARRY
WCBS

MARGETTS, MONTY
Mrs. John Taylor, NBC, TV—Cook's Corner, KFI-TV

MARION, PAUL
Lux, Stars Over Hollywood, Mr. President, TV — Pendulum, Queen For A Day

MARTELL, BELLE
Radio — 5 years

MARTIN, IAN
True Detective Mysteries
MBS

MARTIN, TONY
Carnation Hour, CBS; Colgate Musical Comedy Hour, NBC-TV

MASSEY, CURT
Curt Massey Time
CBS

MASSEY, ILONA
Top Secret, NBC; Studio One, CBS-TV; Ken Murray Show, CBS-TV; Ed Wynn Show, NBC-TV; Arthur Murray Show, Dumont; Holiday Hotel, ABC-TV

MATHEWS, GRACE
Big Sister
CBS-AM

MATHEWS, JUNIUS
Radio since 1928

MATTESON, JANICE
True Detective Mysteries
MBS

MAUGHAM, W. SOMERSET
Somerset Maugham Theater
CBS-TV

MEHRA, LAL CHAND
Lux, I Love a Mystery, Cavalcade of America, TV—KSTL; KTLA

MEIKLE, PAT
WABD-TV

MENKEN, SHEPARD
Lux, Joan Davis, FBI, TV—The Cases of Eddie Drake, Mysteries of Chinatown

MEYBERG, DOT
Hollywood's Film Reporter of the Air


MILANO, FRANK
Bobby Benson
MBS

MILLAR, LEE
Halls of Ivy, Screen Guild, Hollywood Star Theater, TV —Mystery is My Hobby, Mystery of Chinatown, Your Witness

MILLER, MARVIN
Narrator and all voices on Behind the Story (MBS); Burns and Allen, One Man's Family, Dr. Paul, TV — Mysteries of Chinatown — 26 weeks


MILLER, PEGGY
Lux, TV — John Slott's Hollywood Theater, Hollywood Career

MINER, JAN
Casey, Crime Photographer, CBS; Hilltop House, CBS; Break the Bank, NBC-WNBT; Under Arrest, Mutual; M-G-M Theater, WMGM; Cloak & Dagger, NBC



HERB SHELDON

WJZ — 12:30 to 1:00 P.M.
Monday thru Friday



ANDY and DELLA RUSSELL

ON ABC-TV
FIVE TIMES EACH WEEK AT 7 P.M.
FOR COOK'S CHAMPAGNE

Hello There!

from

TED MALONE

American Broadcasting Co.



ILONA MASSEY

RADIO

TV



Bob Stanton

Emcee
of

MOHAWK SHOWROOM — NBC-TV
BROADWAY OPEN HOUSE — NBC-TV

RADIO

Amzie Strickland

TV

LExington 2-1100

Radio and Television Artists

MINTZ, ELI
The Goldbergs
CBS

MOHR, GERALD
Lux, Phillip Marlowe, Joan Davis

MONKS, JAMES
Tales of the Black Cat, WCBS-TV; Bobby Benson, MBS

MONROE, VAUGHN
Vaughn Monroe Show, Camel Caravan with Vaughn Monroe, CBS

MOODY, RALPH
Family Theater, Dr. Christian, Roy Rogers, Gene Autry, Mr. President, TV—Lone Ranger, Mystery Is My Hobby, Armchair Detective

MOORE, GARRY
Garry Moore Show
CBS

MORGAN, ROBIN
Mama
CBS-TV

MOORE, GLORIA
Radio — 15 years

MORRIS, ROLLAND
Railroad Hour, Halls of Ivy, This is Your FBI, Date with Judy, TV—Stars over Hollywood, Charlie Ruggles Show

MORRISON, BRETT
The Shadow
MBS

MORRISON, DONALD
NBC Theater, Whistler, Sher-

lock Holmes, TV — Mysteries of Chinatown, Your Witness, Mystery is My Hobby

MORROW, KAY
The Kay Morrow Show, Bible Stories, ABC-TV, TV — Guest Appearances

MOUNTBATTEN, LADY IRIS
Versatile Varieties Show, CBS

MOYLES, JACK
Rocky Jordan, TV — Mysteries of Chinatown

MUDIE, LEONARD
Lux, Sherlock Holmes, Suspense, TV — Bing Crosby Enterprises

MURRAY, JAN
(See Announcers-MC)

MURRAY, KEN
Ken Murray Show, CBS-TV

— N —

NAGEL, CONRAD
Celebrity Time
CBS-TV

NALLE, BILLY
Mama, CBS-TV; We, the People, NBC; Kraft Theater, NBC-TV; Studio One, CBS-TV; Life Begins At 80, ABC-TV; Believe It Or Not, NBC-TV

NELSON, FRANK
Jack Benny Show

NEMETT, GEORGE
Radio — 9 years

NESTLE, JACK
Radio — 17 years
TV — Live & Films since 1946

NIGLIS, ELIZABETH
Theater Guild on the Air, NBC Theater, TV — KFI Dramatic series

NORRIS, KATHI
Kathi Norris Show, NBC-TV; What's the Gag, NBC-TV

NUSSER, JIM
Suspense, NBC Theater, Family Theater, T Man



O'BRIEN, EDMUND
Yours Truly, Johnny Dollar
CBS

O'CONNOR, BILL
Al Morgan Show, DuM; Man on the Farm, MBS; Golden Gloves, CBS-TV

O'CONNOR, ROD
(See Announcers)

OGG, JIMMY
Lux, Smilin' Ed Show, Family Theater, Rexall Theater, TV — Lone Ranger, Lights, Camera, Action

O'MORRISON, KEVIN
Charlie Wild, Private Detective
CBS-TV



CHARLOTTE MANSON

STEVE ALLEN

CBS



BILL SLATER

"20 Questions"
"B'way to H'wood"
"Luncheon at Sardi's"



KATHI NORRIS

NBC-TV



JAN MINER

RADIO-TV

Emotional & Light
Comedy Leads

PL. 7-0700



JACK McELROY

"Welcome to Hollywood"
ABC Coast-to-Coast
CBC Canada

Radio and Television Artists

O'NEAL, ANNE
Radio & TV
ORTEGA, SANTOS
The Shadow
MBS

— P —

PAIGE, MARVIN
Grand Central Station, The
Goldbergs, Armed Forces
Radio Shows, TV — The
Goldbergs, City at Midnight

PAIVA, NESTOR
All Major Networks, Charac-
ters, Leads, Heavies, TV —
Live and Film

PARKER, ELLEN
The Real McKay
WCBS-TV

PARKER, FRANKLIN
Lux, Cavalcade, Cisco Kid,
TV — The Ruggles, Ed Wynn
Show

PALMER, LILLI
The Lilli Palmer Show
WCBS-TV

PASCO, FRANCES
Sherlock Holmes, Life with
Luigi, Family Theater, TV—
Ed Wynn Show, Eddie Marr's
Medicine Show

PATRICK, PAT
Edgar Bergen, Charlie Mc-
Carthy Show
CBS-TV

PAUL, SIDNEY
Hollywood Screen Test, ABC-TV;
The Clock, NBC-TV; Counterspy,
NBC; Superman, ABC; Gang-

busters, CBS; M-G-M Theater
of the Air, WMGM

PAYNE, BRUCE
Skippy, NBC Theater, I Love
a Mystery

PAYNE, VIRGINIA
Ma Perkins
CBS

PEARSON, GEORGE
Several years leads on top
shows

PEEPLER, CORNELIUS J.
Tom Mix, MBS; School Time,
WLS

PEINE, VIRGINIA
The Stork Club
CBS-TV

PERRIN, MAC
Ship Ahoy, The Real McKay
WCBS-TV

PERROT, RUTH
My Favorite Husband, Lux,
Dennis Day, TV — The Neigh-
bors, Buster Keaton Show,
Your Witness, Armchair De-
tective

PETRIE, GEORGE
B. Nov. 16, 1915, New Haven,
Conn.; Charlie Wild, Private Eye,
NBC; Gregory Hood, ABC; The
Big Story, NBC-TV, AM; FBI in
Peace and War, CBS; Cavalcade
of America, NBC; Gangbusters,
CBS; True Detective Mysteries,
MBS

PHILLIPS, BERNARD
Halls of Ivy, Hollywood Star
Theater, Father Knows Best,
NBC, TV — The Judge, Com-
mercial on Hopalong Cassidy

PICKENS, JANE
NBC

PIRRONE, GEORGE
Life of Riley, Family Theater,
Cisco Kid

PORTER, BECKY
7 years radio

PRUD'HOMME, CAMERON
David Harum, The Shadow
NBC

PURNELL, CHARLES
Hopalong Cassidy, TV —
Fashion Shows, Children's
Church

— R —

RAEBURN, BRYNA

Gangbusters, CBS; Mr. District
Attorney, NBC; Counterspy, NBC;
Theater Guild, NBC; Eternal
Light, NBC; Nick Carter, MBS;
True Detective, MBS; Silver The-
ater, CBS-TV; Kay Kyser Show,
NBC-TV; A Tree Grows in Brook-
lyn, NBC; Chandu, The Ma-
gician, ABC


RANDALL, ANTHONY
I Love A Mystery
MBS

RANDELL, RON
Theater Guild of the Air,
TV — Studio One, Moment
of Truth, Kraft Theater

RANKIN, PETER
Lux, This is Your FBI, Rail-
road Hour, Prudential Hour,
Hallmark, TV — Armchair
Detective, Your Witness



BYRNA-RAEBURN
PL 7-0706



HOWDY DOODY
&
BOB SMITH

Easy Aces



BARBARA COOK
RADIO - TV

REGISTRY



SHIRLEY EGGLESTON
RADIO TV
BROADWAY SCREEN
LExington 2-1100

JACK ALBERTSON

RADIO

TV

Radio and Television Artists

RAVELEN, FLORENCE
17 years—radio, Halls of Ivy, Broadway is My Beat, Skippy, TV — Film and Live

RAWLINSON, HERBERT
Hollywood Star Playhouse, FBI, Dr. Christian
CBS

RAYE, SUSAN
WABD-TV

READICK, BOB
True Detective Mysteries
MBS

REED, ALAN
Life with Luigi, My Friend Irma, Lux, TV — Buster Keaton, Live and Film

REINHART, ALICE
Bobby Benson, MBS; Volume One, ABC; Cavalcade of America, NBC; The Treinaynes, WOR; I Love A Mystery, MBS

REYNOLDS, ADELINE de WALT
Breakfast in Hollywood, Listen to Grandma, TV — Apex Film Corp. Commercials

RICE, ROSEMARY
Mama
CBS-TV

RICHARDS, GRANT
True Detective Mysteries
MBS

RICHMAN, MARIAN
Family Theater, NBC Theater, Rocky Jordan

RIGGS, TOMMY
WCBS

RISS, DAN
Screen Directors Playhouse, Western Caravan, Suspense, Cisco Kid, TV — Don Lee Music Hall, Ballet Vignettes, Club 13

ROBARDS, JASON N., JR.
Magnavox Theater, CBS-TV; Lucky Strike Theater NBC-TV; Perry Mason, CBS; Pepper Young's Family, NBC; Rosemary, CBS; When A Girl Marries, NBC

ROBERTS, LUCILLE & EDDIE
Admiral Radio-TV Show, NBC; Buddy Rogers Show, ABC-AM; Luncheon & Dinner at Sardis, WOR-AM-TV; Cedric Adams Show, CBS

ROBINSON, LARRY
The Goldbergs
CBS

ROBISON, NAOMU
Favorite Story, Red Ryder, TV — Alan Young, Ed Wynn Shows

ROGERS, ROY
B. Nov. 5, 1912, Cincinnati, O.; Sponsored on 567 stations MBS By Quaker Oats, With Republic Pictures for 13 years, Records-RCA Victor

ROOT, ELIZABETH
Lux, Caravan, Cisco Kid, TV — Film Commercials, Mystery is My Hobby, Comedy of Errors

ROSE, JEWEL
Edgar Bergen, Beulah, Screen

Directors Playhouse, Bob Hope, TV — The Ruggles, Educational Films, Rockett Pictures

ROSS, EARLE
Great Gildersleeve

ROSS, LANNY
The Lanny Ross Show, MBS; The Swift Show, NBC-TV

RUSSELL, ANDY
B. Sept. 16, 1920

RUSSELL, DELLA
B. Jan. 30, 1922; Andy & Della Russell, ABC-TV; Cavalcade of Stars, WABD; Jack Carter Show, NBC-TV; Ken Murray Show, CBS-TV; Versatile Varieties, NBC-TV

RUSSELL, BOB
Your Pet Parade, ABC-TV; Jack & Jill Varieties, WPIX; Versatile Varieties, NBC-TV; Live Like A Millionaire, NBC-AM; CBS-TV

— S —

SCHEWEL, STANLEY M.
Sky King, MBS; Tom Mix, MBS; The Singing Marshall, MBS; The Jack Carter Show, NBC; State's Attorney Speaks, WGN-TV

SCHREIBER, CARL A.
Your Child on Parade, WBN-TV, Chi.; Newly Engaged, WBKB-TV, Chi.; WJJD, Chi.

SCOTT, JANET
Hallmark Playhouse, Halls of Ivy, TV — Your Witness, KECA



EDDIE DUNN

9 Eastwoods Lane
Scarsdale, N. Y.



FRAN ALLISON

"Aunt Fanny"
"Breakfast Club" — ABC
"Don McNeill TV CLUB" — ABC-TV



HELEN HALL
WOR's BARBARA WELLES

Radio — Mon.-Fri. — 4-4:30 p.m.
 Television — Mon.-Fri. — 10-10:30 a.m.
MUTUAL'S "FEMME FAIR"
 Saturday — 10-45-11 a.m.



LON CLARK
 Title Role in "Nick Carter" MBS
 "The Come Weekly Man" EI
 Writer (Producer) Narrator of
 Children Albums
 Actor Announcer Narrator
 PL. 7-0700



BOB HAAG
REGISTRY



ALICE FROST

Radio TV
 LExington 2-1100
 or
 PLoza 7-2420

Radio and Television Artists

SEFF, RICHARD

Brighter Day, CBS; Road of Life, NBC; Aldrich Family, NBC-TV; Author of Lights Out, NBC-TV

SHAW, BILL

NBC Theater, Suspense, Ford Theater, TV — Mystery and Comedy, KTTV, KTLA

SHAW, MARTHA

Suspense, Ozzie and Harriet, Rocky Jordan, TV — Mystery is My Hobby, Mysteries of Chinatown, The Pendulum

SHAW, MONTAGUE

30 years in Radio

SHAW, STAN

WCBS

SHELDON, HERB

(See Announcers-MC)

SHELDON, JEROME

Jack Benny, Fanny Brice, Dr. Christian, TV — Armchair Detective

SHELLEY, JOSHUA

Wc, The People, David Har- un, Back Stage Wife, When a Girl Marries, NBC; True Story, ABC; Startime Tel., DuM

SHERWOOD, BOBBY

Bobby Sherwood Show
WCBS-TV

SHIELDS, FRED

Meet Corliss Archer
CBS

SHIRLEY, ALFRED

Mystery Theater
CBS

SHORE, DINAH

Jack Smith, Dinah Shore, Mar- garet Whiting Show, CBS

SILVER, JOE

Mr. I. Magination
CBS-TV

SIMPSON, GLORIA ANN

All major networks, TV—Alan Young Show, TV Film Ad- venture, Commercials

SINATRA, FRANK

Frank Sinatra Show, CBS-TV;
Meef Frank Sinatra, CBS

SINNETT, TOM

Lux, Armed Forces Radio Ser- vice, TV — Ed Wynn, Hoff- man Television commercial's, Jon Slott's Hollywood Mys- tery Playhouse

SKELTON, RED

Red Skelton Show
CBS

SLATER, BILL

Luncheon at Sardi's, WOR;
Twenty Questions, MBS; Broad- way to Hollywood, Dumont-TV;
Football, NBC

SLOANE, BOB

The Big Story, NBC, NBC- TV; The Shadow, MBS

SMITH, BILL

Guiding Light
CBS-AM

SMITH, BOB

Howdy Doody, NBC-TV

SMITH, CAMEO

Eastern Network shows; tran-

scriptions; TV-Live and pre- filmed series.

SMITH, JACK

Jack Smith, Dinah Shore, Margaret Whiting Show
CBS

SMITH, JOHN T.

Suspense, Whistler, Dick Haymes, Hollywood Calling, TV—Armchair Detective, Clyde McCoy Show

SMITH, KATE

Kate Smith Show, NBC-TV

SMITH, LEONARD

Our Miss Brooks, Suspense, Broadway Is My Beat

SMOLEN, VIVIAN

Our Gal Sunday
CBS-AM

SMYTHE, J. ANTHONY

One Man's Family, Dead Men Prowl, TV—One Man's Fam- ily, Slice of Life

SOULE, OLAN

First Nighter Program, Memo From Molly, TV—Home'n Hobby Show, KTTV; Home Magazine of the Air, KTTV

SPEARE, FREDERICK H.

Radio 35 years

STAFFORD, GREY

Sherlock Holmes, Cisco Kid, So Proudly We Hail, TV— Brownstone Theater, Philco Playhouse, Kraft Playhouse, Ed Wynn Show

STAFFORD, JO

Carnation Contented Hour, Club 15, CBS

THE MAGICAL MENTALISTS

**LUCILLE
AND
EDDIE**



ROBERTS

ORIGINATORS OF
"WHAT'S ON YOUR MIND?"

A RADIO and TELEVISION
PRODUCTION

Available Now For A
DAYTIME RADIO OR TV MR. & MRS., QUIZ,
AUDIENCE PARTICIPATION SHOW, Etc.

Press Relations —
Kaye-Hall Associates — N. Y. C.

Permanent Address:

MT. KISCO
New York

Telephone
MT. KISCO 6-4491



HORACE BRAHAM

RADIO — TV

STAGE

SCREEN

LEx. 2-1100

De Man in DeMAND



Arthur S. Cassel

TV's No 1 Boy

Featured as Jack Barbour
on One Man's Family

B way — LEx 2-1100 — Radio



MERRILL E. JOELS

Actor Announcer Narrator

Radio-TV PL. 7-0700



JOHN LARKIN

Radio Mirror Award Winner

SChuyler 4-5700



Something new has been added in 1951
Radio's first Dad and Daughter Team

PATT BARNES and BARBARA

On

WJZ

Monday thru Friday

4:30 to 5 p.m.

. . . **Radio and Television Artists** . . .

STANTON, BOB

Mohawk Showroom, Broadway
Open House, NBC-TV

STARK, RICHARD S.

(See Announcers)

STEPHENSON, JOHN

This Is Your FBI, NBC Theater, Harris-Faye Show

STERLING, JACK

WCBS

STEVENS, JULIE

Romance of Helen Trent
CBS-AM

STEWART, BILL

Dee Jay, TV—Don Otis Show,
Crystal Palace (London)

STEWART, JAY

Carnation Family Party
CBS

STRAIGHT, CLARENCE

Damon Runyon Series, Father
Knows Best, TV—Lone Ranger

STRATTON, GIL, JR.

Junior Miss, Halls of Ivy

STRICKLAND, AMZIE

Inner Sanctum, ABC; Nona From
Nowhere, CBS; Gangbusters,
CBS; The Shadow, MBS; FBI In
Peace & War, CBS; The Falcon,
NBC

STROOCK, GLORIA J.

Philco TV Playhouse, NBC;
Starlight Theater, CBS; Cor-
nelia Otis Skinner on the
Girls, CBS Silver Theater,
CBS; Colgate, NBC; The Clock,
NBC

SUAREZ, OLGA

Vaughn Monroe Show
CBS-TV

SULLIVAN, ED

Toast of the Town
CBS-TV

SULLIVAN, ROGER

Pulitzer Prize Playhouse, Hol-
iday Hotel, WJZ-TV; Caval-
cade of America, NBC; Great-
est Story Ever Told, WJZ

SWENSON, KARL

Mr. Chamelon
CBS

— T —

TACHNA, EDITH

Suspense, Skippy, Dragnet,
Guiding Light, TV—Studio
One, 5 Years Experience

TALENT, ZIGGY

Vaughn Monroe Show
CBS-TV

TANIN, ELEANORE

The Hardy Family; Date With
Judy, Penny Singleton Show,
TV—Lights, Camera, Action,
KNBH

TANSEY, JIMMY

We, The People, CBS; Mr.
Keen, CBS; Hilltop House,
CBS; Pepper Young, NBC;
Kraft Tele Theater, NBC-TV;
Perry Mason, CBS

TARFLIN, MAURICE

Mysterious Traveler, MBS;
We, The People, CBS-TV; The
Goldbergs, CBS-TV; Counter-
spy, ABC; MGM Theater,
Transcribed

TEDROW, IRENE

Meet Corliss Archer, Suspense,
Screen Guild Theater, TV —
The Ruggles

TENNYSON, SCOTT P.

Cavalcade of America, NBC;
Big Story, NBC; Harvest of
Stars, NBC; Gangbusters, CBS;
Counterspy, ABC; Modern Ro-
mances, ABC; Bobby Benson,
MBS; The Shadow

THOMAS, DANNY

B. Jan. 6, 1915, Deerfield, Mich.;
Four Star Revue, NBC-TV

THORSEN, ETHEL

The Ethel Thorsen Show, CBS-TV;
Date In Manhattan, WNBT

THORSON, RUSSELL

One Man's Family, NBC-TV;
Dr. Paul, NBC; I Love a
Mystery, MBS

TILER, TED

Mr. I. Magination
CBS-TV

TILTON, MARTHA

Curt Massey Time
CBS

TOMPKINS, JOAN

This Is Nora Drake
CBS-AM

TRACY, WILLIAM

Halls of Ivy, Hallmark Play-
house, Sam Spade

TREMAINE, LES

Rube Goldberg Show, WPix;
Morey Amsterdam Show, CBS;
The Tremaynes, MBS; The
Falcon, MBS; The Thin Man,



STAATS COTSWORTH

SC. 4-5700



BETTY BARTLEY

Studio One — CBS-TV
Sure As Fate — CBS-TV
The Web — CBS-TV
Suspense — CBS-TV
Detective's Wife — CBS-TV
Currently appearing on Broadway in
"20th Century"
BR. 9-7168

THE
CLIFF JOHNSON
FAMILY

HAPPY FAMILY - - -
HAPPY SPONSORS

KRAFT FOODS • AMION
TOOTHPASTE • BEECHNUT
COFFEE • JAY'S POTATO
CHIPS • SOUTHERN STAR
BONITO • BROADCAST
BRAND PRODUCTS



BOB RUSSELL

"Your Pet Parade" — ABC-TV
"Jack & Jill Varieties" — WPIX
"Versatile Varieties" — NBT
DIR. - M.C. "MISS AMERICA PAGEANT"



RONALD DAWSON

RADIO TV

LE. 2-1100



SIDNEY PAUL

"Superman"
Narrator-Doubler
"Counter-Spy"
"Gangbusters"
"The Clock"
"Insigna" in Chicago company of
"Mr. Roberts"
Su. 7-5400

Radio and Television Artists

NBC; I Love a Mystery, Bob-
by Benson, MBS
TRIPP, PAUL
Mr. I. Magination
CBS-TV
TULLY, TOM
Hallmark Playhouse, Lux,
Life with Luigi, TV—Exper-
imental, The Gorilla, Guest Ap-
pearances
TURNER, TIG
Bob Burns, Blondie, TV—
Mystery Is My Hobby, Mar-
shal of Gunsight Pass

— U —

UNTERMEYER, LOUIS
What's My Line?
CBS-TV

— V —

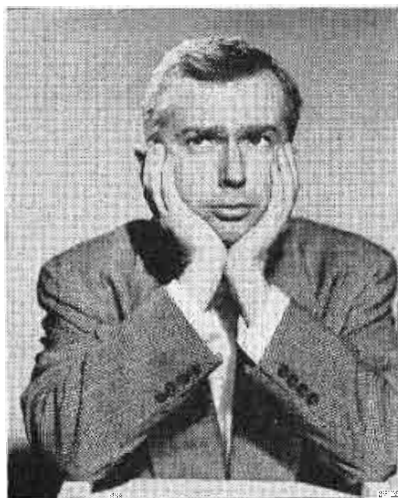
VANCE, ROSAMOND
B. July 23, 1923, Newark, N. J.;
Van and the Genie, WPIX
VANDER PYL, JEAN
13 Years—Radio, TV—Live
and Films
VAN DYK, JAMES
True Detective, MBS; Mr. Dis-
trict Attorney, Big Town,
WNBC; Counter Spy, MBS;
Studio One, WCBS; Kraft The-
ater, WNBT; Famous Jury
Trials, WABD
VAN PATTEN, DICK
Mama
CBS-TV
VAN ROOTEN, LUIS
The Shadow, I Love a Mystery
MBS

VAN TUYL, HELEN MARR
13 Years Radio, Dr. Christian,
Skippy Hollywood Theater
It's a Great Life, TV—Your
Witness, Mama Rosa, Hoffman
Commercials
VICTOR, CHARLES
Suspense, Stars Over Holly-
wood, CBS
VINCENT, ELMORE
Hopalong Cassidy, Smilin' Ed,
Others, TV—Smilin' Ed Gang,
Spade Cooley
VOLA, VICKI
Your Home Beautiful, Mr.
District Attorney, NBC; Betty
Moore Program, MBS; Jungle
Jim

— W —

WALDO, JANET
Meet Corliss Archer
CBS
WALL, LUCILLE
Lorenzo Jones, Portia Faces
Life
NBC
WARING, FRED
Fred Waring Show
CBS-TV
WARNER, GERTRUDE
The Shadow
MBS
WARREN, JANET
Hashknife and Sleepy, So
Proudly We Hail, Recordings
WARREN, MARTY
NBC Theater Red Ryder, TV

—Films and Live, Armchair
Detective, KTLA
WATERMAN, WILLARD
The Great Gildersleeve
WAXMAN, STANLEY
Hollywood Star Playhouse;
Cisno Kid, TV—The Pendu-
lum, Film and Live
WEBB, JACK
Dragnet
NBC
WEBBER, PEGGY
Dragnet, One Man's Family,
Suspense, Sam Spade, TV —
Treasures of Literature, Col-
gate Theater
WEBSTER, CHUCK
True Detective Mysteries
MBS
WELLS, SARAJANE
Dr. Paul
NBC
WEVER, NED
Young Widder Brown
NBC
WHITFIELD, FRAN
15 Years Radio, Family The-
ater, Five Star Productions,
TV—Pinky Lee Show, De-
signed for Women
WHITING, MARGARET
Jack Smith, Dinah Shore, Mar-
garet Whiting Show
CBS
WHITLEY, JUNE
Father Knows Best, Lux
WHUFMAN, GAYNE
Cavalcade of America, Tele-
phone Hour, Pacific Story



"HOMER"

Thursday — 8 p.m. . . . NBC
Sunday — 7:30 p.m. . . . NBC-TV



EDDIE "ROCHESTER" ANDERSON



EARL HAMMOND

TELEVISION

RADIO

LExington 2-1100



WILLIAM KEENE

RADIO — TV

LEx 2-1100



RALPH CAMARGO

RADIO — TV

ACTOR — ANNOUNCER

NARRATOR

RADIO REGISTRY



SANFORD BICKART

ACTOR — ANNOUNCER — NARRATOR

SU. 7-5400

Radio and Television Artists

WHYTE, PATRICK

Family Theater, NBC Theater, TV — Christmas Carol, Jimmy Dolan Show, Commercials

WICKER, IREENE

Irene Wicker, The Singing Lady, ABC-TV

WILEY, KAY

The Whistler, Mystery is My Hobby, The Saint, Gildersleeve, TV — Alan Young, The Ruggles, Ed Wynn, Commercials

WILKINS, MARION

Skippy Hollywood Theater, Romance of the Ranchos, Hollywood Star Theater

WILSON, WARD

Can You Top This, NBC; Aldrich Family, Mr. District Attorney, Gloomdodgers, The Shadow, MBS

WINCHELL, PAUL

Spide!s What's My Name, NBC-TV

WOLFE, DAVID

Lux, Cavalcade, Hollywood Star Theater, Suspense, TV — Fireside Theater, Treasures of Literature, Cases of Eddie Drake

WOOD, PEGGY

Mama, CBS-TV

WOODS, DONALD

Those We Love, NBC Theater, Suspense, Prudential, Hollywood Star Playhouse, TV — Silver Theater, Pantomime, etc.

WOODS, LESLEY

Guiding Light, CBS-AM

WOODSON, WILLIAM

Studio One, 18 years on radio, TV — Highlights of History

WOOLF, CHARLES

Life of Riley, Date with Judy, Dennis Day, TV — Hoffman Commercials

WORLOCK, FREDERIC

Sherlock Holmes series

WRAGGE, BETTY

Pepper Young's Family, NBC

WRIGHT, BEN II.

Sherlock Holmes, Lux, Screen Actors Guild, Hatmark Playhouse, TV — Own Show, Thesplan (7 months), Alan Young Show, Cricket on the Heath

WRIGHT, WILL

Amazing Mr. Tufft

WRIGHTSON, EARL

B. Jan. 1, 1916, Baltimore, Md.; Masland At Home Show, CBS-TV; Goodyear Paul Whiteman Revue, WJZ-TV; Coca Cola Program, CBS; Cavalcade of Stars, Dumont-TV

WYNN, ED

Four Star Revue, NBC-TV

— Y —

YARBOROUGH, BARTON

Dragnet, One Man's Family, NBC

VOCAM, JOE

Breakfast in Hollywood, Chief Anner., KFWB; TV — Gadget Jury, KECA-TV; Admiral TV Show, KLAC-TV; Bill Anson Show, KLAC-TV; Peter Potter Show, Don Lee-TV

VORKE, DICK

Meet the Meeks, NBC

VOURMAN, ALICE

The Adventures of Archie Andrews, NBC

YOUNG, AGNES

I Love A Mystery, MBS

YOUNG, ALAN

Alan Young Show, CBS-TV

YOUNG, JEAN

Prudential Family Hour, Skippy Hollywood Theater, TV — Commercials, KECA

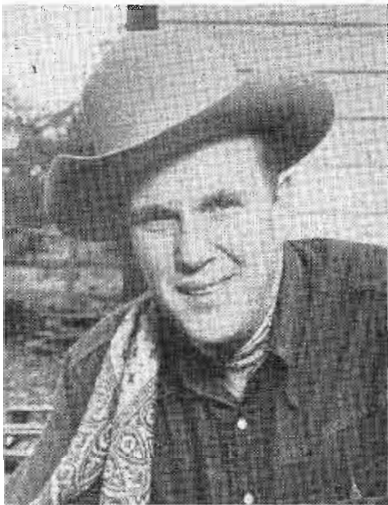
— Z —

ZERBE, LAWSON

B. March 20, 1914, Portland, Ore.; Inner Sanctum, WJZ; Gangbusters, WCBS; Peter Salem WOR; True Story, WJZ; International Airport, WOR; Modern Romances, WJZ; Adventures of Frank Merriwell, NBC; Bobby Benson, MBS

ZUCKERT, BILL

Bobby Benson, MBS



THE VERSATILE BOB DIXON

Kate Smith—NBC-TV
Ed Murrow Program—CBS
"Chuckwagon"—CBS-TV
Perry Mason—CBS
"Life Can Be Beautiful"—NBC

Press Relations:
Wiegiers-Rikles

Personal Representative:
Kay Roberts



GEORGE PETRIE

RADIO — TV

PL 7-0700



AL HELFER

ON MUTUAL

"COAST TO COAST"

The Sports Digest	Cooperative Sponsorship
Major League Baseball "Game Of The Day"	Cooperative Sponsorship
The Baseball Scoreboard	Camel Cigarettes
World Series	Gillette Safety Razor Co
College Football "Game Of The Week"	Cooperative Sponsorship
Football Preview	Camel Cigarettes
Army vs. Navy	Gillette Safety Razor Co.
Football Scoreboard	Camel Cigarettes
East vs. West All-Star Game	For the Shrine

Personal Rep.

CHICK VINCENT

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

EL. 5-0734

Sports Commentators

(RADIO AND TELEVISION)

—their work during 1950

— A —

ACKERLY, BOB
Spotlight on Sports
KXA, Seattle, Wash.

ADAMS, NOREY
Sports of the Day with NA
KPUG, Bellington, Wash.

ADAMS, TONY
Sports Extra
WFDF, Flint, Mich.

ALBERTS, MAL
Sports Camera
KATL, Houston, Tex.

ALBRECHT, PAUL
WJMC, Rice Lake, Wis.

ALEXANDER, ED
Sports Roundup
Speaking of Sports
KXOX, Sweetwater, Tex.

ALDEN, JERRY
WSNJ, Bridgeton, N. J.

ALDRIDGE, CHARLIE
Mississippi Sports
WNAG, Grenada, Miss.

ALDRIDGE, MAHLON
Play by Play
KFBU, Columbia, Mo.

ALLAIN, ORREN
Sizing Up Sports
WKAN, Kankakee, Ill.

ALLBRIGHT, NAT
Allbright Sports
WEAM, Arlington, Virginia

ALLEN, GEORGE
WBVP, Beaver Falls, Pa.

ALLEN, KIRBY
Football Games
KXEO, Mexico, Mo.

ALLEN, MEL
B. Feb. 14, 1913, Birmingham, Ala.; N. Y. Yankee Baseball, home of champions network; Notre Dame Football, Dumont-TV; World Series, MBS; All Star Game, MBS; Orange Bowl, CBS; Triple Crown (Turf), NBC, CBS.

ALLEN, STEVEN
Spotlight on Sports
KOKX, Keokuk, Iowa

AMBROSE, JOHNNY
Speaking of Sports
WTAG, Worcester, Mass.

ANDERS, BILL
KFYO, Lubbock, Tex.

ANDERSON, AL
WASA, Havre de Grace, Md.

ANDERSON, ANDY
Saturday Review of Sports
WCNU, Crestview, Fla.

ANDERSON, DICK
"Dick's ON At Six"
WEOA, Evansville, Ind.

ANDERSON, DOUG
Spotlight on Sports
KDIX, Dickinson, N. Dak.

ANZIVINO, JOE
Sports Parade
KGMB, Honolulu, Hawaii

ARCHER, VANCE
Sports for All
KNEX, McPherson, Kansas

ARMSTRONG, CARL B.
Sports Digest
WHED, Washington, N. C.

ARMSTRONG, STUART
WWXL, Peoria, Ill.

ARNOLD, FULTON
Sports Roundup
WTTM, Trenton, N. J.

ARO, SAM
WNDB, Daytona Beach, Fla.

ARTHUR, DON
Sportscast
WDUZ, Green Bay, Wis.

ARTHUR, FRANK
KSAN, San Francisco, Cal.

ASHLEY, ART
Sports Edition
WONS, Hartford, Conn.

AUSLEY, WALLY
Sports Bandstand
WBTM, Danville, Va.

— B —

BACHRACH, THOMAS
Sportscaster
KDHL, Faribault, Minn.

BACON, NORMAN
Sportlight
WOC, Davenport, Iowa

BADER, HUGH
KMTV, Omaha, Neb.

BAGLI, GUY
Sports Review
WDAE, Tampa, Fla.

BAILEY, CHARLES
Sports Director
WHBU, Anderson, Ind.

BAILEY, CHARLIE
WEBR, Buffalo, N. Y.

BALILEY, JIM
KRDU, Durban, Ca'.

BALCH, FRANK A.
Sports Scrapbook
WWSR, St. Albans, Vermont

BALDING, CHUCK
Sport Whirl
WOAY, Oak Hill, W. Va.

BALTHIS, E. C.
KNGS, Hanford, Cal.

BANFIELD, ROBERT
WUO, E. Liverpool, O.

BARBER, RED
Football Roundup, College
Football, Rose Bowl
CBS-TV

BAKER, ED
KRLD-TV, Dallas, Tex.

BARBLEY, PETE
Radio Sports Page
KGNU, Dodge City, Kansas

BARNES, JAY
Sports Roundup
WIBR, Baton Rouge, La.

BARRETT, BILL
Up to Minute in Sports
WCJU, Columbia, Miss.

BARRETT, CHUCK
Sports Parade
WRYO, Rochester, Pa.

BARRETT, W. R.
WJLS, Beckley, W. Va.

BARRON, STAN
Sports Director
WDOK, Cleveland, Ohio

BARRUS, GABBY
Sports Parade
KODI, Cody, Wyoming

BARRY, JACK
Sports Notebook
WJOY, Burlington, Vermont

BARTON, CHARLES
WHLN, Niagara Falls, N. Y.

BASS, GRADY
KSFA, Nacogdoches, Tex.

BATES, MARVIN
WOBFF, Evansville, Ind.

BATES, ROY
Sports Revue
WWST, Wooster, Ohio

BATTERS, CHARLES
WRC, Washington, D. C.

BAXTER, GORDON
KPAC, Ft. Arthur, Tex.

BEARDSLEY, B.
Sports Review
WPAY, Portsmouth, Ohio

BEATTIE, IRV.
Sports Digest
KROY, Sacramento, Cal.

BEATTY, ROSS H.
Sports with Beatty
WELM, Elmira, N. Y.

BECHTEL, JAY
Sportsmen's Corner
WHOL, Allentown, Pa.

BECK, BILL
KGFF, Shawnee, Ok'a.

BECKER, BILL
Speaking of Sports
WGVA, Gencva, N. Y.

BELL, JACK
Texaco Sport News
KDET, Center, Texas

BELL, TED
KRSC, Seattle, Wash.

BELLES, RUSSELL
Speaking of Sports
KMVI, Wailuku Maui, Hawaii

BELOTE, WILLARD
WTJH, East Point, Ga.

BENDER, BOB
"Sportscope." Bob Bender
Show, WGY, WRGB,
Schenectady, N. Y.

BENGTSON, L. H.
KLPR, Oklahoma City, Okla.

BENNETT, THURSTON
WBBQ, Augusta, Ga.

BENSON, RICHARD H.
Sports Digest
WIRC, Hickory, N. C.

BERGESON, CHUCK
Sports Review
WSOO, Saulte Ste. Marie,
Mich.

BERGMAN, DUTCH
WRC, Washington, D. C.

BERGSTEIN, MILTON
Salute to Sports
WMAJ, State College, Pa.

BERKOWITZ, MILT
Sports Edition
WONS, Hartford, Conn.

Sports Commentators—Radio-Television

- BERNDT, IRVING A., JR.**
Sports Slants
WRAR, Williamsport, Pa.
- BERRYMAN, LEW**
Bowling Bonanza & Kezler's
Korner
WGRD, Grand Rapids, Mich
- BETTERS, MITCH**
WTHH, Hartford, Conn.
- BINGHAM, DICK**
WTSP, St. Petersburg, Fla
- BITTERMAN, JACK**
Sports Page—Score Card
WABB, Mobile, Ala
- BLACKBURN, BOB**
Parade of Sports
KSDJ, San Jose, Cal.
- BLUE, IRA**
Adventures in Sports; Lucky
in Sports; Football—1950
KGO, KGO-TV, San Francisco,
Cal.
- BLUE, PAUL**
Behind Today's Sports
KTLN, Denver, Col.
- BLUM, BOB**
Sportsbook
KEEN, San Jose, Cal.
- BOEHM, PAUL**
Play by Play
WNAK, Norristown, Pa.
- BOGGS, OTIS**
WRUF, Gainesville, Fla
- BOLAND, CHARLIE**
KRFD, Dallas, Texas
- BOLAND, JOE**
Boland on Sports
WSBT, South Bend, Ind
- BOND, HARRIS**
WYXL, W. Springfield, Mass
- BORGES, ALF**
WERI, Westerly, R. I.
- BOSTIC, TOM C.**
Sports Extra
KIMA, Yakima, Wash
- BOURG, TONY**
Sports Review
WEEU, Reading, Pa.
- BOWER, BOB**
Sports Cal
WTPP, Charleston, W. Va.
- BOWERS, HARLEY**
WALB, Albany, Ga.
- BOWSER, BEN**
Sports with Ben Bowser
WACH, Kalamazoo, Pa.
- BOYD, DON**
Sports Round Up
WCTO, Jamesville, Wis
- BOYER, JOHNNY**
KDKA, Pittsburgh, Pa.
- BOY, YES, R.**
KRFD-TV, Dallas, Tex.
- BRACHER, BEKIE**
Sports Round up
WAVE-TV, Louisville, Ky.
- BRACONVICH, TOM**
KNPT, Newport, Ore.
- BRADBERRY, JOHN**
WGST, Allentown, Pa.
- BRADLEY, JACK**
The Sports Almanac—Sports
Journal
WSAZ, WSAZ-TV, Huntington,
W. Va.
- BRANSON, TODD**
Big 10 Football
WVCV, Gary, Ind.
- BREMSER, LARILL**
Dir. of Sports
KFAB, Omaha, Neb.
- BRENNER, BILL**
KGV, Olympia, Wash.
- BREWSTER, ED**
WGAA, Cedarstown, Ga.
- BRICKHOUSE, JACK**
WGN, WGN-TV, Chicago, Ill.
- BRIGHAM, ED**
Spotlight On Sports
WCEM, Cambridge, Md.
- BRISKINDINE, ROBERT**
WERD, Atlanta, Ga.
- BRITT, JIM**
Sports Roundup
WHDH, Boston, Mass.
- BRITTON, JACK**
This is Sports Baseball, Foot-
ball, Basketball
WHRQ, Memphis, Tenn.
- BROCKMAN, CHARLES**
WXLW, Indianapolis, Ind.
- BRODE, BUDDY**
Sports Extra—Sports Roundup
WNAK, Norristown, Pa.
- BROMBERG, LESTER**
Fight Follow up
CBS-TV.
- BROOKBANK, JIM**
Sports with Brookbank
KTYL, Mesa, Ariz.
- BROOKS, BOB**
Sports Parade
KRRG, Cedar Rapids, Iowa.
- BROWN, BILL**
Sports Final
WSTP, Salisbury, N. C.
- BROWN, BOB**
WEPM, Martinsburg, W. Va.
- BROWN, GALE**
WBOK, Rockford, Ill.
- BROWN, GLENN**
Sports Editor
KVET, Austin, Texas.
- BROWN, R. FRED**
Fred Brown Sports
WLOS, Asheville, N. C.
- BROWNE, FRANK A.**
KWFC, Hot Springs, Ark.
- BRUBAKER, TOM**
KSST, Sulphur Springs, Tex.
- BRUNDIGE, BILL**
WPEN, Philadelphia, Pa.
- BRUSH, JOE**
Sports Review—Sports Digest
WKNB, New Britain, Conn.
- BRYAN, BILL**
Sports Review
KPOW, Oklahoma City, Okla.
- BUCHAN, JIM**
Sports Topics
KWAD, Wadena, Minn.
- BUCK, JACK**
Sports Album
WCOL, Columbus, Ohio.
- BUCKEL, WALTER**
News & Views
KPET, Lamesa, Tex.
- BUFFINGTON, JOEL**
KFRB, Fairbanks, Alaska.
- BULLETT, BUCKY**
Sports Trail
WMNB, North Adams, Mass.
- BURGHART, BOB**
Sports Parade
KRDO, Colorado Springs, Col.
- BURK, SAM**
KIRX, Kirksville, Mo.
- BURNES, BOB**
Bob Burnes Sports
KMOX, St. Louis, Mo.
- BURK, CHUCK**
Sports Excerpts
WYRA, Buffalo, Kenmore,
N. Y.
- BURRETS, JOHN**
WJNC, Jacksonville, N. C.
- BURTON, BOB**
Sports Roundup
RWAK, Stuttgart, Ark.
- BURTON, DON**
Gen. Mgr.
WIBC, Muncie, Ind.
- BUTLER, JACK**
Sports Afield & Afloat
KENO, Las Vegas, Nevada.
- BUTTERWORTH, CHARLES**
WKTM, Mayfield, Ky.

— C —

- CAIN, CLAUDE**
Sportsman
KWEI, Weiser, Idaho.
- CAMPBELL, DAVE**
Speaking of Sports
WAPI, WAFM-TV, Birming-
ham.
- CAMPBELL, DICK**
Sports Lineup
WDOA, Danville, Va.
- CAMPBELL, JACK**
In the Spotlight
KANS, Wichita, Kansas.
- CAMPBELL, MALCOLM, JR.**
National Sports Parade
WCTM, Cumberland, Md.
- CAMPBELL, PERRY**
KSPA, Nacogdoches, Tex.
- CAMPBELL, WILLIAM**
WCAU, WCAU-TV, Philadel-
phia, Pa.
- CAMPFREDA, NICK**
WAAM-TV, Baltimore, Md.
- CANAVAN, ROBERT P.**
KROD, El Paso, Texas.
- CANNON, WILSON**
Play-by-Play
KMVI, Waikuku, Maui, Hawaii.
- CARAY, HARRY**
Sports Extra
WLL, St. Louis, Mo.
- CARIKER, KEN**
KBBT, Abilene, Texas.
- CARLSON, TED**
World of Sports
KRUL, Corvallis, Ore.
- CARNEAL, HERB**
WHYN, Holyoke, Mass.
- CARR, TED**
Scoreboard
KATL, Houston, Tex.
- CARRICK, JOHNNY**
Fishing—Dope
WTAN, Clearwater, Fla.
- CARSON, JAMES**
Throff on Sports
KRIF, Moberly, Missouri.
- CARSON, TOM**
WJW, Cleveland, Ohio.
- CARTER, CALLIS**
Sports Forecast—Play by Play
KAMD, Camden, Ark.
- CARTER, LEROY**
KCTX, Childress, Texas.
- CASC, BURT**
KOMW, Omak, Wash.
- CASTOR, CHARLES**
Today in Sports
KVCV, Redding, Cal.
- CATES, JIM**
Football
KWEI, Kennewick, Wash.
- CAVANAGH, BOB**
WHIZ, Eau Claire, Wis.
- CAVANAGH, JOE**
Sports Scene
WARD, Johnstown, Pa.
- CHAMBERLAIN, CARL**
WARC, Rochester, N. Y.

• • • Sports Commentators—Radio-Television • • •

CHAMBERLAIN, GUS
WDEF, Chattanooga, Tenn.

CHAPMAN, DAVE
Old Armchair Athlete
KTFS, Texarkana, Tex.

CHARVAT, JACK
Sports Parade
KTUL, Tulsa, Okla.

CHASEMAN, JOEL
WAAM-TV, Baltimore, Md.

CHASTAIN, TONY
News and Sports Review
WORZ, Orlando, Fla.

CHERRY, CHARLES
Sports Hour
KTOH, Lihue, Kauai, T. H.

CHRISTIAN, CHARLES
Football
WHAL, Shelbyville, Tenn.

CHRISTENSEN, CHRIS
Sports Whirl
WJBB, Haleyville, Ala.

CHRISTENSON, RAY
WPBC, Minneapolis, Minn.

CHRISTIE, GEORGE
Sports Page
WFEA, Manchester, N. H.

CHRYSTIE, BOB
"Spotlite on Sports"
WPAL, Charleston, S. C.

CIRALDO, AL
Sports Column of the Air
WGLS, Decatur, Ga.

CLANCY, RAY
The Sportsman
WMFJ, Daytona Beach, Fla.

CLARK, BILL
Sports Digest
WHUZ, Borger, Texas

CLARK, PORTER
Play By Play
WEKR, Fayetteville, Tenn.

CLAUSSEN, GENE
KXIC, Iowa City, Iowa

CLAYTON, TOM
Sports Review
WLLH, Lowell-Lawrence,
Mass.

CLEMENS, BOB
Sportscast
KENO, Las Vegas, Nevada

CLEMENTS, CART
Spotlite on Sports
WHAY, New Britain, Conn.

CLEMENTS, CLEM
Sports Review Play-By-Play
KXGN, Glendive, Montana

CLEMENTS, J. B.
Sports Parade
WBCU, Union, S. C.

CLEMENTS, JOE
Clements for Chevrolet
KLIX, Twin Falls, Ida.

CLERC, CHARLES A.
Cleric Side of Sports
KSEI, Pocatello, Ida.

CLEVERLY, JACK
Sports Relay
WKY, Oklahoma City, Okla.

CLIFT, JOHN
Across the Sports Desk
KDSX, Denison, Tex.

CLOSE, BILL
Close-Up in Sports
KOY, Phoenix, Ariz.

CLOVER, COTTON
KECK, Odessa, Tex.

CLUNEY, JOHN A.
Speaking of Sports
WBRY, Waterbury, Conn.

COBURN, PAUL
Sports Revue
KVNU, Logan, Utah

COGGINS, JIMMIE
Along the Sports Trail
WKDK, Newberry, S. C.

COLBY, LEONARD
WKZO, Kalamazoo, Mich.

COLE, BENJAMIN
WORA, Mayaguez, P. R.

COLE, BRAD
Western Sportsman
KOOS, Coos Bay, Ore.

COLEMAN, KEN
WJDA, Quincy, Mass.

COLEY, LEM
Play-by-Play
WRFS, Alexander City, Ala.

COLLINS, DAVID J.
Sports Roundup
WHOK, Lancaster, Ohio

COLLINS, DON
Sports Roundup
WCBT, Roanoke Rapids, N. C.

COLLINS, JOE
Sports Report
KICA, Clovis, N. M.

COLLINS, JOHN
Sport Reel
WJIG, Tullahoma, Tenn.

COLON, FELIPE
WCMN, Arecibo, P. R.

COLON, JACK
Sports Almanac
KFMB-TV, San Diego, Cal.

COLTON, TOM
WARE, Ware, Mass.



New York Rangers
HOCKEY for SCHAEFER BEER

PERSONNA BLADES
WORLD-TELEGRAM
and SUN

"TODAY'S BASEBALL"

"TAKE A TIP FROM ME"

"WARM-UP TIME" • "SPORTS EXTRA"

BERT LEE
WMGM
"The Call Letters of the Stars"
NEW YORK

Sports Commentators—Radio-Television

CONN, MARVIN
KFGO, Fargo, North Dakota

CONNELLY, RUSS
Play by Play
WCBC, Anderson, Ind.

CONNER, LUIS VISOT
WPRP, Ponce, P. R.

CONRAD, STEVE
WRRZ, Muskegon, Mich.

COOK, DICK
Sports Byline
WLW-D, Dayton, O.

COOK, RUBEN
Sports Page
WTAW, College Station, Texas

COOK, SID
Apostook Sportscafe
WAGM, Prosser, Ia., Mo.
WABM, Houston, Mo.

CORKIN, FRANK
Comments by Corkin
WMMW, Meriden, Conn.

CORLEY, BILL
Play-by-Play for Ohio State
Football Games
WBNS, WBNS-TV, Columbus,
Ohio

CORLEY, JIM
Saturdays Sport Page
KIXL and KIXL-FM, Dallas,
Texas

CORNELL, SYDNEY
Sports Special
WKRC-TV, Cincinnati, Ohio

COSTELLO, ED
World of Sports
KOSA, Odessa, Tex.

COUPPEE, AL
KRNT, Des Moines, Iowa

COWELL, ED
Speaking of Sports
WJHL, Johnson City, Tenn.

COX, CAREY
Sports Today
WAIM, Anderson, S. C.

CRAFT, STAN
All Sports
KXRO, Aberdeen, Wash.

CRAGO, DICK
Sportspics
WCBI, Columbus, Miss.

CRAIG, BENNY
Football Broadcasts
KELD, El Dorado, Ark.

CREAGER, MACK
Sports Page; Play by Play
KAKC, Tulsa, Okla.

CREAMER, JAMES ARTHUR
WAGE, Dothan, Ala.

CREIGHTON, HARRY
WGN-TV, Chicago, Ill.

CRISTIL, JACK
WROX, Clarksdale, Miss.

CROCKER, BERNIE
WJEL, Springfield, Ohio

CROGHAN, JOE
WBAL, WBAL-TV, Baltimore,
Md.

CROSIAR, FRANK
WROT, South Bend, Ind.

CROSLEY, JAMES
Sports on Parade
WNER, Live Oak, Fla.

CROSS, LEO
Sports Slants
KITO, San Bernardino, Cal.

CROSS, PHILLIP S.
Cross Kickoff
KDKA, Pittsburgh, Pa.

CROWLEY, PAUL C.
WJPD, Ishpeming, Mich.

CRUM, JOE
WBGK, Jessup, Ga.

CULLINGS, BOB
Sports Parade
WNR, Binghamton, N. Y.

CUMMINS, JACK
Jack of all Sports
WJFJ, Miami, Fla.

CUMMINS, RAY
WMBL, Morehead City, N. C.

CUMMINS, TAIT
Sports with Tait, Sports Digest
WMT, Cedar Rapids

CUNNINGHAM, DON
Sports Final
WHSY, Hattiesburg, Miss.

CUNO, ERNIE
WSCR, Syracuse, N. Y.

CURRAN, HARRY
Sports Final
WGGI, Richmond, Va.

CURRIE, BILL
WJPE, High Point, N. C.

CURTIN, DAVID
Royal Basketball Games
WRNY, Rochester, N. Y.

— D —

DARL, DON
On the Sidelines
KDAL, Danath, Minn.

DAHLBERG, JERRY
Sport Page
KROX, Crookston, Minn.

DAIN, ROLAND
Musical Scoreboard
KGCX, Sidney, Montana

DAISLEY, TOM
Sports Final
WIS, Columbia, S. C.

DALEY, BILL
Daley's Daily Sports
KEYD, Minneapolis, Minn.

DANIEL, DAN
Sports Journal
WBOO, Orlando, Fla.

DANIELSON, BOB
World Of Sports
KJPM, Miami, North D. Fla.

DAVIES, BOB
Football
KRKJ, Kirkland, Wash.

DAVIES, TED
KVEU, San Luis Obispo, Cal.

DAVIS, BILL
KHBG Okmudger, Okla.

DAVIS, BILL
Play By Play Baseball
WJOW, Norfolk, Va.

DAVIS, DICK
Speaking of Sports
WFIN, Findlay, Ohio

DAVIS, GEOFF
B. July 26, 1918, Edmonton,
Canada; Sports Director, WINS;
Daily Sports Review; Pre & Post
Game Commentaries; Atlantic
Refining Announcer on N. Y.
Yankees Baseball Network; Foot-
ball Scoreboard; Ski Programs
(all WINS).

DAVIS, JOHNNIE
Sportsman
WLSI, Lockport, N. Y.

DAVIS, LEE
World of Sports
WNAX, Yankton, S. D.

DAVIS, LEN
Sports
WGL, Ft. Wayne, Ind.

DAVIS, NORMAN
WRUF, Gainesville, Fla.

DAWSON, ROY "BUD"
Sports Camera
WQIA, Moline, Ill.

DEAL, JACK
WSKI Montpelier, Vermont

DeBARR, BERT
WLN, Olney, Ill.

DECKER, TOM
Sports Journal
WNEB, Worcester, Mass.

DEEAY, DICK
Sports Page
WTVB, Colfwater, Mich.

DE LA VEGA, PITO ALVAREZ
WAPA, San Juan, P. R.

DEMERS, BERT
Baseball
KRKL, Kirkland, Wash.

DENNIS, JOHN
Sports Call
KOKO, LaJunta, Cal.

DENISON, SPENCER
Sportspage
WADN, Midland, Mich.

DENTON, BILL
Sports Reel
KPG, Wenatchee, Wash.

DERE, JOHN
Saturday Sports Review
CBS

DES-MOND, CONNIE
Football Round Up
CBS

DEVANEY, KEN
KRDF, Dunbar, Cal.

DENTER, RAY
Scoreboard
KDRS, Pangould, Ark.

DeVOANNES, A.
WHLB, Virginia, Minn.

DIAB, GEORGE
Sports Reel
WTRF, Bellvue, Ohio

DIAZ, JOSE RAMON
WAPA, San Juan, P. R.

DICKSON, CHUCK
Sports Recap
WMPF, Florence, Ala.

DIEM, BILL
Dishing It Out
WGB, Newport News, Va.

DIEM, JACK
KVRH, Salida, Col.

DILLMANN, HENRY
KROS, Clinton, Iowa

DILLON, FRED
Sports Spilltree
WMA, Caruth, Miss.

GILLOM, LENNA
Today in Sports
WFAS, White Plains, N. Y.

DIMMERLING, BILL
Sports Hi Lites
WPAM, Pottsville, Pa.

DITTERI, ED
Sportsline
KRUC, Beaumont, Texas

DIXON, MASON
Sports Parade
KHQ, Spencer, Iowa

DOBBS, GLENN
Sports Review
KRMG, Tulsa, Okla.

DONAHUE, TOM
Sports Page
WBG, Philadelphia, Pa.

DONALDSON, AL
Baseball & Football
KENT, Shreveport, La.

DONLEY, CHARLES
W-TV, Steubenville, Ohio

DOPP, CLAY
Football Panfare
WNEI, Cleveland, O.

Sports Commentators—Radio-Television

— E —

DOTY, BILL
WKOP, Binghamton, N. Y.

DOUGLAS, HAROLD
Sports Page

DOUGLASS, GEORGE
Football Play by Play
WDSR, Lake City, Fla.

DOUGLASS, WIN
Sports Dairy
KTRI, Sioux City, Iowa

DOYLE, DICK
Sport Page
KSDN, Aberdeen, S. D.

DOYLE, LARRY
Great Moments in Sports
KGA, Spokane, Wash.

DOYLE, VINCE
Picture in Sports
WJVA, South Bend, Ind.

DRAKE, MYRON
KTAR, Phoenix, Ariz.

DRAPER, LARRY
Sports Parade
WFAU, Augusta, Me.

DREES, JACK
Feb. 8, 1917, Chicago, Ill.; Pabst Horse Racing, NBC; Pabst Boxing, CBS; Pontiac Game of the Week, ABC-TV; Collegiate Football, WMAQ.

DUDLEY, JIMMY
Sports Final
WERE, Cleveland, Ohio

DUFFY, GEORGE
Sports Review
WAVZ, New Haven, Conn.

DUGGAN, TOM
WNBQ, Chicago, Ill.

DUKATE, ELBERT
Sports Today
WPCF, Panama City, Fla.

DUKE, KEN
KDDD, Dumas, Tex.

DULANE, CHUCK
Sports Circus
WGAY, Silver Springs, Md.

DUNBAR, WALT
WBET, Brockton, Mass.

DUNN, BILL
Sports Keel
KRCT, Baytown, Texas

DUNN, MIKE
WXLW, Indianapolis, Ind.

DUNNAVANT, BOB
Pigskin Preview, Football Roundup
WJMW, Athens, Ala.

DUNPHY, DON
B. July 5, 1911, New York, N. Y.
Garden Fights, ABC; Garden Basketball, Dumont; Garden Track Meets, Dumont; Trotting Races, Dumont; Pre and Post Baseball, WINS

DUSENBERRY, FRANK
KOGT, Orange, Tex.

DYER, BOB
Sportscope
WKNX, Saginaw, Mich.

DYER, JOHN S.
KCLE, Cleburne, Tex.

DYNES, CHARLES
Sportscast
KGIW, Alamosa, Col.

EAKINS, PHIL
Sportsreel
KEPO, El Paso, Tex.

EATON, HOWARD
WELL, New Haven, Conn.

EBERSOLE, RED
Sports Review
WKOY, Bluefield, W. Va.

EDWARDS, CHUCK
Sports Recaps
KWNW, Wenatchee, Wash.

EDWARDS, ED
Musical Scoreboard
WWPA, Williamsport, Pa.

EDWARDS, JOHNNY
Sports Parade
KTRN, Wichita Falls, Tex.

EDWARDS, TOMMY
WAYX, Waycross, Ga.

EGAN, GAIL
The Sports Desk
WXEL, Cleveland, O.

EGAN, LEO
Leo Egan, Sports
WHDH, Boston, Mass.

EGAN, PARNELL
Memory Book of Sports & Sports Spotlight
WCLT, Newark, Ohio

ELLERS, NED
Sports Review
WMTR, Morristown, N. J.

ELGIN, JACK
KENT, Shreveport, La.

ELLIOTT, OWEN
Sports Review
WSBT, South Bend, Ind.



GUY LeBOW

TV REPORTING: WPIX
HOCKEY
BOXING
WRESTLING
BASKETBALL
SPORTSWHIRL WOR-TV



JACK DREES

141 W. Jackson Chicago
Harrison 7-3181

On NBC
PABST HORSERACING
On CBS
PABST BOXING
ON ABC-TV
PONTIAC FOOTBALL

Sports Commentators—Radio-Television

- ELLIS, PHIL**
Pigskin Predictions
WPTF, Raleigh, N. C.
- ELLIS, STEVE**
Grant Jottines
WMAA, New York, N. Y.
- ELLISON, JACK**
KMED, Medford, Ore.
- EMMERICH, LEE**
Top 'O the Sports
WKOK, Framingham, Mass.
- ENROTH, DICK**
WLOL, Minneapolis, Minn.
- ERWISCH, RED**
Sports Page of the Air
WXXY, Sarasota, Fla.
- ERWIN, ED**
What's New In Sports
WVJS, Owensboro, Ky.
- ESKEW, HERMAN**
Sports Parade
WGOR, Lebanon, Tenn.
- ESSICK, LOU**
WGNI, Wilmington, N. C.
- ESSIG, VINCENT**
Sports Final
WKAN, Kankakee, Ill.
- ESTES, JAMES**
WRHL, Rock Hill, S. C.
- EUBANKS, BLAIR**
Coca Cola Sports Revue
WTAR, WTAR-TV, Norfolk, Va.
- EVANS, BOB**
Sports Views, Sport Hi-Lites
WSPD, WSPD-TV, Toledo, O.
- EVANS, JEFF**
World of Sports
WLDV, Ladysmith, Wis.
- EVANS, JONES**
Top 'O the Sports
WRAX, Wilkes-Barre, Pa.
- EYKRETT, HERB**
KIDB, Boise, Id.
- F —
- FAIR, JIM**
Wrestling
WLWT, Cincinnati, O.
- FALKENSTEIN, MAX**
All Sports
WKEN, Topeka, Kansas
- FALLOU, FRANK**
WMEX, Boston, Mass.
- FANCHER, KAY**
Sports Preview & Review
KPDN, Pampa, Tex.
- FANT, JULIUS**
WFOY, St. Augustine, Fla.
- FARRELL, MARY**
Play By Play
WAEM-TV, WAMI, Birmingham, Ala.
- FARRINGTON, FRANK**
Frank Farrington Sports
KFAM, St. Cloud, Minn.
- FARRIS, JOE**
Farris' Sports, Sport Tips
WKGV, Charleston, W. Va.
- FAULDER, GEORGE**
"Sportspecial"
WMPD, Memphis, Tenn.
- FAY, HAINES**
KVOS Sports Reel
KVOS, Bellingham, Wash.
- FENNO, RALPH**
WFOR, Portland, Me.
- FERGUSON, BOB**
Let's Talk Sports
WRMN, Elgin, Ill.
- FERGUSON, BOB**
Speaking of Sports
WHOW, Terre Haute, Ind.
- FERGUSON, JOHN**
Ferguson Sports Show
WAFB, Baton Rouge, La.
- FIELDS, JAMES**
Sports Parade
WFSR, Sanford, Fla.
- FIELDS, JIM**
Sports Parade
WVOT, Wilson, N. C.
- FINAN, JOE**
Sports Spotlight
WFSR, Butler, Pa.
- FINCH, HOWARD**
WJIM, Lansing, Mich.
- FINGER, HOWARD**
Sports Page & Sports Digest
WSAM, Saginaw, Mich.
- FISCHER, LARRY**
Sports Parade
KVKM, Monroeville, Tex.
- FISHEL, DOUG**
Great Moments in Sports
KGO, El Centro, Cal.
- FISHER, HANK**
WIRL, Parma, Ill.
- FITZ, STEPHEN**
All Sports
WSSNY, Schenectady, N. Y.
- FITZPATRICK, DICK**
Touchdown Hi-Lites
KPHO-TV, Phoenix, Ariz.
- FLAHERTY, MIKE**
Football Preview
WELC, Duluth, Minn.
- FLANAGAN, PAT**
Flanagans
WESR-TV, Chicago, Ill.
- FLEET, TOM**
WFLD, Tupelo, Miss.
- FLEMING, JACK**
Today in Sports
WJMR, Morgantown, W. Va.
- FLANN, ARTHUR**
WLAW, Lawrence, Mass.
- FLANN, JACK**
Northern New York Sports
WICY, Malone, N. Y.
- FOSTER, BUD**
Bud Foster Show
KIX, Oakland, Cal.
- FOUTS, BOB**
KYA, San Francisco, Cal.
- FOWLER, C. WILLIAM**
WBVF, Marion, Ind.
- FOX, WILLIAM F., JR.**
WIBC, Indianapolis, Ind.
- FRANKE, MARTIN**
WAFB Allentown, Pa.
- FRANKLIN, ROSS**
KVNO, Fresno, Cal.
- FRASER, RICHARD**
Football
WASK, Lafayette, Ind.
- FRAZIER, HAL**
Sisbury, WSTP, N. C.
- FREEMAN, CARROLL**
Sports Extra
KOMA, Oklahoma City, Okla.
- FRENCH, BOB**
Sports Round Up
KBOR, Brownsville, Texas.
- FRENCH, JACK**
KNOX, Grand Forks, N. Dak.
- FRIBLEY, JOE**
Sports Folio
KTPS, Sareveport, La.
- FROB, DAVE**
Sports Corner MSC Football
WLS, Lansing, Mich.
- FULTON, BOB**
Sports with Fulton
KXLR, Little Rock, Ark.
- FULTON, BOB**
Baseball & Football
KERG, Eugene, Ore.
- FULWOOD, FRED**
Special Events
KWTC, Barstow, Cal.
- GANS, ALAN**
Inside Angle on Sports
KAW, Philadelphia, Pa.
- GARCIA, PEDRO JUAN**
WPRP, Ponce, P. R.
- GARDNER, BULL**
Sports Page
WGAI, Elizabeth City, N. C.
- GARRIS, LOU**
Sports Mike
WSPC, Anniston, Ala.
- GARRISON, JOHN**
Sports Review
WFSN, Huntsville, Ala.
- GARROTT, JOE**
WHLI, Ripenton, Fla.
- GATES, HILLIARD**
Gateway to Sports
WKGG, Ft. Wayne, Ind.
- GATES, JAMES**
WFRG, Altoona, Pa.
- GEER, C. W.**
WALP, Tampa, Fla.
- GELL, LOU**
Sports Magazine & Misc.
KXNI, Coeur d'Alene, Idaho.
- GEORGE, STEVE**
Strictly Sports with Steve
George
KCRA, Sacramento, Cal.
- GERMANN, BILL**
WHUN, Huntington, Pa.
- GIHO, BARNEY**
WKRH, Shreveport, La.
- GIBBONS, JAMES**
WMAI, WMAI-TV, Washington, D. C.
- GIBBS, LAURANCE**
WIXN, Jackson, Miss.
- GBSON, JACK**
Sizing Up Sports
KWTC, Barstow, Cal.
- GIBSON, JACK**
Sportsmen's Corner
WERD, Altoona, Pa.
- GILBERT, JACK**
Preston Parade
WLEP, Erie, Pa.
- GILLESPIE, EARL**
Looking Up
WJPG, Green Bay, Wis.
- GISMONDI, JAMES**
Sports Round Up
WMBS, Uniontown, Pa.
- GLACKEN, ED**
WKRT, Cortland, N. Y.
- GLAZER, PETE**
Sports
WSAP, Portsmouth, Va.
- GLEASON, JAMES**
WNBH, New Bedford, Mass.
- GLENN, RALPH**
WMLD, Atlantic City, N. J.
- GLICKMAN, MARTY**
WMGM, New York, N. Y.
- BODLEY, ROBERT**
WHK, Cleveland, Ohio
- GOLLIDAY, LES**
WEPM, Martinsburg, W. Va.
- GOLSON, LOU**
WFXN, Falls Church, Va.
- GOOD, GENE, JR.**
KGON, Oregon City, Ore.

• • • Sports Commentators—Radio-Television • • •

GOODING, KEN
World of Sports
KRES, St. Joseph, Mo.

GOODING, RALPH
Sports Parade
WRFW, Eau Claire, Wis.

GOODMAN, JIMMIE
Sports Review
KIBL, Beeville, Texas

GOODRICH, W. E.
Sports Roundup
WRBC, Jackson, Miss.

GORDON, JIM
Sports Final
WNDR, Syracuse, N. Y.

GORDON, WILLIAM E.
Sports With Bill Gordon
WNAW, North Adams, Mass.

GOSS, BAILEY
Sports Parade
WMAR-TV, Baltimore, Md.

COUGH, GLENN
Sports Roundup
WMSA, Massena, N. Y.

GOUKAS, MATT
Sports Director
WPEN, Philadelphia, Pa.

GOURLIE, BUD
Sports Shots
WWOD, Lynchburg, Va.

GOVE, CLIFF
Maine Sports Final
WLAM, Lewiston-Auburn, Me.

GOVE, ELLIOTT
WSYR-TV, Syracuse, N. Y.

GOWDY, CURT
Saturday Night At Madison
Square Garden
WABD-TV

GRANER, JIM
WJW, Cleveland, Ohio

GRANT, BOB
World of Sports
KRNR, Roseburg, Ore.

GRAYMOUNT, STUART
KRIO, McAllen, Tex.

GRAYSON, SID
Sid's Sports Desk
KTRN, Wichita Falls, Tex.

GREBE, GUS
Sports Spotlight
WJBC, Bloomington, Ill.

GREEN, MORT
This Sporting Nation
WFGN, Gaffney, S. C.

GREENBERGER, J. B.
Sports Parade
WBOC, Salisbury, Md.

GREENHOE, ROBERT S.
Sports Today
WHTC, Holland, Mich.

GREENWOOD, KEN
Sports Topics
KFOR, Lincoln, Nebr.

GREGG, BOB
KDON, Santa Cruz, Cal.

GREGORY, BILL
Sports Roundup
WDOV, Dover, Del.

GRENIER, CAP
Sports Parade, Sports Recap
WHVR, Hanover, Pa.

GRIFFITH, DON
Sports Page
WCOA, Pensacola, Fla.

GRIFFITHS, DAYE
Sportsreel of The Air
WARM, Scranton, Pa.

GRIGSBY, BILL
WMBH, Joplin, Mo.

GROSSMAN, DICK
The Sportscope
WHEN, Syracuse, N. Y.

GROVE, GENE
Wiedeman, Sports Eye
WMRN, Marion, Ohio

GUIDO, JOE
Sports Final
WESB, Bradford, Pa.

GUINAN, JACK
WQAN, Scranton, Pa.

GUMM, BILL
Sports Review
WRJN, Racine, Wis.

GUYMAN, BILL
KSFO, San Francisco, Cal.

— H —

HACKETT, JIM
Bux-Mont; Sports Page
WBUX, Doylstown, Pa.

HACKETT, JON
Sports of All Sorts
KERO, Bakersfield, Cal.

HAIRGROVE, JIM
KFRD, Rosenberg, Tex.

HALE, BOB
Sportsbook
KUBC, Montrose, Col.

HALL, DAN
Sports Column
WTSP, St. Petersburg, Fla.

HALL, HALSEY
Time Out For Sports
WCCO, Minneapolis, Minn.

HALLECK, MARK
WKLO, Louisville, Ky.



MARTY GLICKMAN



**JOE
HASEL**

Sports Commentators—Radio-Television

- HAMILTON, KEN**
WHDQ, Harrisburg, Ill.
- HAMILTON, MILO**
Sports Show
WQIA, Mo'ine, Ill.
- HAMMETT, RAY**
Sport Specials
KIBB, Palo Alto, Cal
- HAMMOND, CHARLIE**
Football Scoreboard
WHEN, Syracuse, N. Y.
- HANEV, BOB**
Ky. Sports Review
WSPC, Somerset, Ky.
- HANSEN, DON**
Spotlight on Sports
WEXL, Royal Oak, Mich.
- HANSON, BOB**
WDLB, Marshfield, Wis.
- HANSON, ED**
Let's Talk Sport
WFRR, Wisconsin Rapids, Wis.
- HANSON, ELMER**
KNOX, Grand Forks, N. Dak.
- HANSON, PETE**
Sports Director
WIZE, Springfield, Ohio
- HARRISON, S. T.**
Column of the Air
WTAX, Springfield, Ill.
- HARMON, R. MERLE**
KTOP, Topeka, Kansas
- HARMON, TOM**
Men's Journal with Harmon
KTFV, Los Angeles, Calif.
- HARRELL, BILL**
KYOP, Plainview, Tex.
- HARRINGTON, JOHN**
KPAR, Phoenix, Ariz.
- HARRIS, JACK**
WNOH, Norfolk, Va.
- HARRIS, WALT**
Big-kim Preview
KFRS, San Francisco, Cal.
- HARRISON, CHAS.**
Sports Parade
KBOA, Kennett, Mo.
- HARRISON, JACK**
Baseball
WGRD, Grand Rapids, Mich.
- HART, BOB**
Eighth Quarter
The Prophet
KALB, Vancouver, B.C.
- HARTMAN, ROME**
Sportscope
WTRK, West Palm Beach, Fla.
- HARVILLE, CHARLIE**
WEMV-TV, Greensboro, N. C.
- HASEL, JOE**
Joe Hasel Sports
ABC
- HAYTIC, WOODY**
Sportsman
KALL, Pasadena, Cal.
- HAWKINS, JACK**
KIUN, Pecos, Tex.
- HAWKINS, VEEN**
Sports Spot Light
KWTO, Springfield, Mo.
- HAWLEY, DICK**
WBRI-TV, Birmingham, Ala.
- HAWLEY, R. BERNARD**
Sports-east
KOPD, Ottawa, Kansas
- HAYS, JAMES W.**
Pantformation Please
KVOA, Tucson, Ariz.
- HAYNES, PHIL**
TV sportsman's Club
WHIO-TV, Dayton, O.
- HEALY, CHUCK**
Sports Spotlight
WHEN, WBEN-TV, Buffalo, N. Y.
- HEALY, DAN**
WBIRK, Pittsfield, Mass.
- HEARN, CHUCK**
WEEK, Peoria, Ill.
- HEETLAND, JOHN**
Sports Review
KPSW, Emporia, Kansas
- HEILBRONER, LOU**
Sports Parade
WCPS, Tarboro, N. C.
- HEISS, BOB**
Sports Picture
WTMJ-TV, Milwaukee, Wis.
- HELFER, AL**
B. Sept. 26, 1909, Pittsburgh, Pa.
Sports "Voice" of the Mutual Bdcstg. System; Baseball: Game-of-the-Day; Football: Game-of-the-Week; World Series, Sports Digest, East vs. West (Football Bowl Game), Magazine Theater. All MBS
- HELGESEN, RAY**
Play-by-Play
KSTN, Bisbee, Ariz.
- HELLER, BOB**
Fluorights
KTAE, Taylor, Tex.
- HELLING, JACK**
Sportscope
KTEN, Denver, Col.
- HEMAN, CHARLES**
Sportraits
WICA, Ashtabula, Ohio
- HENDRIKSON, LEA**
WQXI, Atlanta, Ga.
- HENNING, BILL**
Scores and Schedules
WTNB, Birmingham, Ala.
- HENRY, JOHN**
Sports Call, Sports Resume
Blue Lane Reports
KVOO, Tulsa, Okla.
- HERGET, JOE**
Sports Call
WTIP, Charleston, W. Va.
- HEENON, PAT**
Sportsman's News
WKOW, Madison, Wis.
- HERRICK, SHERB**
WKWV, Albany, N. Y.
- HERON, FRANK**
KYAN, Vancouver, Wash.
- HEWFA, IRA L.**
Potlighting The Sportsth
WHAJ, Greenfield, Mass.
- HIBBON, MILT**
Football sportscast
KTRB, Modesto, Cal.
- HICKS, EARL**
Time Out for Sports
KBOL, Boulder, Col.
- HIGGINS, JAKE, AF**
Great Moments In Sports
WITZ, Jasper, Ind.
- HILL, DAVE**
Sports Page of the Air
WBLJ, Dalton, Ga.
- HILL, DONALD**
Spotlight on Sports
WPAR, Parkersburg, W. Va.
- HILL, JOE**
WLW-C, Columbus, O.
- HILL, LUKE**
KNUZ, Houston, Tex.
- HITCHCOCK, JACK**
Spotlight on Sports
KCOL, Ft. Collins, Col.
- HOBBS, WES**
WICC, Sports Desk
WICC, Bridgeport, Conn.
- HOFFMAN, GENE**
KXIC, Iowa City, Iowa
- HOGAN, MARTY**
Sports Round-up
WAAF, Chicago, Ill.
- HOGAN, TODD**
Sports Director
WATW, Ashland, Wis.
- HOLBROOK, JOE**
WBNS-TV, Columbus, O.
- HOLLER, CARL**
WBYK, Cumberland, Md.
- HOOKER, KEN**
KCKY, Coolidge, Ariz.
- HOOLIHAN, PAUL**
Bowling Bricks
WGR, Buffalo, N. Y.
- HOOPER, JACK**
Report on Sports
WIGB, Harrisburg, Pa.
- HOOPER, DON**
Sports Roundup
KIUP, Durango, Col.
- HOOPER, DONALD R.**
WJMS, Ironwood, Mich.
- HOPKINS, DON**
WATN, Watertown, N. Y.
- HORNING, M. E.**
Hoping In Sports
KSTB, Creston, Iowa
- HORSTMAN, BOB**
Sports Line-Up
KOLT, Scottsbluff, Nebr.
- HORTON, THAD**
WSB-TV, Atlanta, Ga.
- HOWARD, BILL**
WFTM, Danville, Va.
- HOWARD, PAUL**
Sports Reel
WTRF, Bellare, Ohio
- HOWARD, WILLIAM**
Sports Announcer
KWEB, Beatrice, Nebraska
- HUBER, FRANK**
Sports Review
WBYL, Shelbyville, Tenn.
- HUBER, PAUL H.**
WTVL, Waterville, Me.
- HUBBELL, RALPH**
Wrestling From Memorial Auditorium
WBEN-TV, Buffalo, N. Y.
- HUBLESTON, DEE**
WKCT, Bowling Green, Ky.
- HUGHES, JIM**
Sports News with Jim Hughes
WKV, Oklahoma City, Okla.
- HUMISTON, HOD**
Sports Director
KWHK, Hutchinson, Kansas
- HURST, JACK**
Pitching Curves
WKBS, Oyster Bay, N. Y.
- HUTCHINSON, JIM**
Spot-Lite on Sports
KXJK, Forrest City, Ark.
- HUYKE, EMILIO**
WVAC, San Juan, P. R.
- HYDE, BOB**
Down the Trail
KNEB, Scottsbluff, Nebr.
- HUMAN, ED**
WQAT-TV, San Antonio, Tex.

Sports Commentators—Radio-Television

INGALLS, WALLIE
Ozark Sports Review
KGRH, Fayetteville, Ark.

INGERSOLL, JOHN
Sports Hi-Lites
WDIG, Dothan, Ala.

IZZARD, BOB
11:05 Sports Edition
KGNC, Amarillo, Texas

— J —

JAEGER, JOE
Sports Parade
KXLE, Ellensburg, Wash.

JAFFEE, MILT
Spotlight On Sports
WLYN, Lynn, Mass.

JAMES, BILL
KCID, Caldwell, Idaho

JAMES, DENNIS

B. 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

JAMES, ED
Sports Supplement
WC DL, Carbondale-Honesdale,
Pa.

JARSTAD, JOHN
Play By Play Anncr.
KBRO, Bremerton, Wash.

JARVIS, JOHN
Noon Sports
KXEO, Mexico, Mo.

JAY, BILL
Sports Parade
WNOX, Knoxville, Tenn.

JENKINS, BOB
Sports Review
KAYS, Hays, Kansas

JENNINGS, AL
Coastal Sports
WCCP, Savannah, Ga.

JENSEN, F. J.
Dawn Digest Sports
KXRN, Renton, Washington

JENSEN, RAN
Sportraits, Morning Sports
WOC, WOC-TV, Davenport, Ia.

JOHN, DICK
Breakfast Sports Page
K TSA, San Antonio, Tex.

JOHNSON, BILL
Sportscope
KISD, Sioux Falls, S. D.

JOHNSON, CHARLES
Theater of Sports
KVSM, San Mateo, Cal.

JOHNSON, GLEN
Sports Parade
WLPO, La Salle, Ill.

JOHNSON, LEN
WIKB, Iron River, Mich.

JOHNSON, PAGE
KMAE, McKinney, Tex.

JOHNSON, ROLLIE
Sport Events
WTCN, Minneapolis, Minn.

JOHNSON, WARREN
Sports Eye Sports Editor
WPFB, Middletown, Ohio

JONES, EARL D.
Sports Edition
WFTM, Maysville, Ky.

JONES, GORDON
Sportscope
WCMB, Lemoyne, Pa.

JONES, JAMES E.
Jones 'n Sports
WHLs, Port Huron, Mich.

JONES, PAUL
Sports Eye
WLW-T, Cincinnati, O.

JONES, RAMSEY
Sports Roundup
KSPI, Stillwater, Okla.

JONES, ROBERT
Sports Highlights
WSPR, Springfield, Mass.

JORDAN, JOE TINY
Sports Edition
WSAL, Logansport, Ind.

JOYNER, JACK
Sports Newsreel
WBIR, Knoxville, Tenn.

JUDKINS, BARLAN
5 till 8
KTUL, Tulsa, Okla.

JUNKERT, BOB
KOVG, Valley City, N. D.

— K —

KABER, RUSS
KOVG, Valley City, N. D.

KADAVY, DALE
Football Scoreboard
KGGM, Albuquerque, N. M.

KALLAY, ED
Sports Special
WAVE-TV, Louisville, Ky.

DON DUNPHY

**GILLETTE'S "CAVALCADE OF SPORTS"
ABC**

Blow by Blow Announcer
Friday Night Fights
From Madison Square Garden
With Radio's Top Ratings

* * *

DuMont TV Announcer
Garden Track and Basketball
Yonkers Trotting Races

Sports Commentators—Radio-Television

- KANE, JACK**
Sports Director
WHEB, Portsmouth, New Hampshire
- KAUFMAN, GEORGE**
KFBM, Breckenridge, Minn.
- KAVANAUGH, DANIEL**
WNBZ, Saranac Lake, N. Y.
- KEAFEE, CECIL**
WRVA, Rome, Ga.
- KEANE, ED**
Sports Parade
KGBS, Harlingen, Tex.
- KEARNEY, JACK**
WDFC, Hudson, N. Y.
- KEATING, BILL**
WHYN, Holyoke, Mass.
- KEENE, BILL**
All Sports
KFEL, Denver, Col.
- KEEP, BARNEY**
Keep Smiling
KFX, Portland, Ore.
- KEHL, TONY**
Sports Parade
KOLT, Scottsbluff, Nebr.
- KEITER, LES**
KYA, San Francisco, Cal.
- KELLY, BOB**
WILM, Wilmington, Del.
- KELLY, DON**
News Director
KLO, Grand Forks, North Dakota.
- KELLY, EARL**
WGO, Concord, N. C.
Sports Report
- KELLY, GENE**
WPEN, Philadelphia, Pa.
- KELLEY, BOB**
Parade of Sports
KMPG, Los Angeles, Cal.
- KELLEY, ELMER**
Sports Parade
WFMW, Madisonville, Ky.
- KELTON, DICK**
Sports Direct Diamond Dust
WBIS, Bristol, Conn.
- KEMPTON, AL**
KBHO, Burley, Ida.
- KENDRICK, JIM**
KMY, Shenandoah, Iowa.
- KENNEDY, EDWARD J., JR.**
Sports Picture
WKRC-TV, Cincinnati, Ohio.
- KENNEDY, JAMES**
Sports in Review
WGED, Chester, S. C.
- KENNEDY, JOHN**
KFYO, Lubbock, Tex.
- KETNER, WILL**
WYAM, Altoona, Pa.
- KIEL, LYMAN**
At the Sports Desk
WBCR, Battle Creek, Mich.
- KIMBLE, VANCE**
Sports Parade
KTXC, Big Spring, Texas.
- KINGAID, FRED**
KPLT, Paris, Tex.
- KINEK, DEAN**
KDAC, El Brage, Cal.
- KING, BILL**
WTAD, Quincy, Ill.
- KING, HAL**
KRBG, Okmulgee, Oklahoma.
- KINSER, JOE**
The Sports Story
KGST, Fresno, Cal.
- KIRBA, GENE**
Spotlight on Sports
WNSN, New York, N. Y.
- KIRBY, JERRY**
SPORTS Flashes
WRBB, Dubuque, Iowa.
- KIRBA, LEE**
WBT, Charlotte, N. C.
- KIRCHGESSNER, DAN**
KRWB, Walla Walla, Wash.
- KIRWAN, DENNIS**
Sports Quiz, Sports Round-up
WINZ, Miami Beach, Fla.
- KLECKNER, DOC**
KFRB, Fairbanks, Alaska.
- KLEIN, DON**
Baseball and Sports Review
KSFO, San Francisco, Cal.
- KLEMP, LLOYD**
Sports Finals
KUBA, Yuba City, Cal.
- KLIEWER, DUFF**
Sports Spotlight
- KLIEWER, DUFF**
Sports Spotlight
WVEC, Hampton, Va.
- KLOSE, AL**
WOHL, East Liverpool, Ohio.
- KNAPP, BERT**
Bert Knapp's Sports Roundup,
On the Fifty Yard Line, Baseball Almanac, Between the Games, WMCA The Junior Pilot Show, WOR-TV.
- KNAUSS, ZANE**
Sports Roundup
WMO, Meadville, Pa.
- KNIGHT, FRANK**
Sports Roundup
WARE, Ware, Mass.
- KNEELY, DALE**
WMAN, Mansfield, O.
- KORCH, FRANK**
WGN, Chicago, Ill.
- KRUEGER, JOHN**
Sports at Noon
WCDE, Carbondale-Honesdale, Pa.
- KOBAK, ED**
Sports Round Up
WTWA, Thomson, Ga.
- KROEN, ED**
WKPA, New Kensington, Pa.
- KULMAN, ART**
The Scoreboard
KELS, Longview, Wash.
- L —
- LABRANCHE, ERNEST H.**
Today In Sports
WCM, Lawrence, Mass.
- LACHENMEIER, RUDY**
Sports Page Final
KGW, Portland, Ore.
- LA FRANCHISE, CHARLES**
KPOJ, Portland, Ore.
- LAMB, JERKOLD**
WBCT, Ithaca, N. Y.
- LAND, BILL**
WCYB, Bristol, Va.
- LANDMAN, LOU**
WERC, Erie, Pa.
- LANDRY, WINDON**
Sports Review
WHHL, Hammond, La.
- LANE, HAROLD**
Sportscope
WGNV, Newburgh, N. Y.
- LANG, EDWARD**
Sports Director
WROW, Albany, N. Y.
- LANGLIS, ARTHUR**
Football Jamboree
WTNJ, Trenton, N. J.
- LARUE, JIM**
RGER, Long Beach, Cal.
- LASK, BILL**
Sports Roundup
KDOD, Dumas, Tex.
- LAUGHLIN, CHARLES**
Sports World
WCBT, Anderson, Ind.
- LAURIE, BILL**
KBBE, Jacksonville, Tex.
- LAW, FRANCE**
Sports Extra
KNOR, St. Louis, Mo.
- LAW, BILL**
Bill Laws Pressbox Chatter
KLN, Oakland, Cal.
- LAWSON, JERRY**
Sports in Review
WJOC, Jamestown, N. Y.
- LAYER, BOB**
KPRC, Houston, Tex.
- LEAKE, A. S.**
Sports Review
WDNE, Edinburg, W. Va.
- LEAMING, JIM**
Sport Shots
WP, Philadelphia, Pa.
- LEAVITT, MEL**
Great Moments in Sports
WDSU, WDSU-TV, New Orleans, La.
- Le BOW, GUY**
B. June 11, 1916, New York, N. Y.; N. Y. Rangers Hockey Games, WPIX; Boxing (Hudson Motors), WPIX; Bea Kalmus Show, WJZ-TV; Weatherseal Sportspage, WOR-TV; Ripley Wrestling Show, WPIX; Sports scene, WPIX.
- LEBUS, ED**
Sport Highlights
WOTW, Nashua, New Hampshire.
- LEE, BARNEY**
Leeward Side of Sports
WBBR, Flint, Mich.
- LEE, BERT**
N. Y. Rangers' Hockey Games, Today's Baseball, Take A Tip From Me, Warm-Up Time, Sports Extra, All WMGM.
- LEE, BOB**
Football Forecast
KCOB, Tulare, Cal.
- LEE, BRUCE**
Sports Parade
WHIT, New Bern, N. C.
- LEE, FRANK**
WMMN, Fairmont, W. Va.
- LEE, JIM**
Sports Headline and Read Lines
WETB, Johnson City, Tenn.
- LEE, MIKE**
Glance at Sports
WCVI, Connellsville, Pa.
- LEE, ROBERT**
Sports Review
KICK, Springfield, Mo.
- LE FEBRE, DON**
WNA, Charlottesville, Va.
- LENNHOFF, JACK**
Speaking of Sports
WLCR, Torrington, Conn.
- LENNON, PAUL**
WTOB, Bloomington, Ind.
- LENOX, JOHN**
KGBE, Tyler, Tex.
- LENTZ, ART**
WISC, Madison, Wis.
- LEONARD, LEE**
WEMJ, Youngstown, Ohio.
- LEWIS, ARNOLD**
Sports Editor
WCAX, Burlington, Vermont.

Sports Commentators—Radio-Television

LEWIS, BARNEY
The Sports Reel
WLDS, Jacksonville, Ill.

LEWIS, ED
Sports Digest
KFJX, Grand Junction, Col.

LEWIS, JACK
Sportlight
WTVR, Richmond, Va.

LEWIS, JOHN
Spotlight On Sports
WCAO, Baltimore, Md.

LIBBY, ED
WKRC, Cincinnati, Ohio

LIEBEE, "SPIKE" ROBERT
All Sports
KWPC, Muscatine, Iowa

LIEGEOIS, BILL
Sports Parade
WMAM, Marinette, Wis.

LIESER, GILBERT F.
KANA, Anaconda, Montana

LINN, BOB
March of Sports
WOKZ, Alton, Ill.

LIPEZ, HARRIS
WPZ, Lock Haven, Pa.

LIVINGSTON, SAM
Down Sports Ave.
WKYB, Paducah, Ky.

LLORENS, SANTIAGO
WORA, Mayaguez, P. R.

LLOYD, BOB
Sports
KWRE, Warrenton, Mo.

LLOYD, BOB
Sports Review
WHBY, Appleton, Wis.

LOCHMAN, WALT
Spotlight on Sports
KJAY, Topeka, Kansas

LOCKE, BOB
WBBW, Youngstown, Ohio

LOCKETT, FRED
WBEJ, Elizabethton, Tenn.

LOMAX, STAN
WOR, WOR-TV, New York,
N. Y.

LOMBARD, LOU
Sports In Brief
WKNE, New Hampshire

LONG, DON
Sports Page
KXO, El Centro, Cal.

LONG, MATT
KGB, San Diego, Cal.

LONG, TOM
KREO, Indio, Cal.

LOONEY, JIM
WFNS, Burlington, N. C.

LOUDEN, VERN
KROW, Oakland, Cal.

LOWE, WALTER
Sports in Review
KDSH, Boise, Idaho

LOWRIE, BOB
KFQD, Anchorage, Alaska

LUCE, DEAN
WMAL, WMAL-TV, Wash-
ington, D. C.

LUNDQUIST, ELDY
Sports Today
WTRC, Elkhart, Ind.

LUNQUIST, ROBERT
WICU-TV, Erie, Pa.

LUSK, BERNIE
Sports Review; Sports Cap
KROC, Rochester, N. Y.

LYLE, GEORGE
Sports Review
WJMJ, Philadelphia, Pa.

LYON, JOHN
WGAC, Augusta, Ga.

LYON, LEONARD R.
Play by Play
KTXC, Big Spring, Texas

— Mc —

McALEECE, GERALD
KDTH, Dubuque, Iowa

McALLISTER, DON
Sports Roundup
WDBO, Orlando, Fla.

McALLISTER, ROY
From the Sidelines
WRLD, West Point, Ga.

McCAFFREY, TOM
Sports Whirl
WSSB, Durham, N. C.

McCALL, JACK
Wrestling Matches
KSYL, Alexandria, La.

McCANN, BOB
Sports Parade
KBNY, Billings, Montana

McCARTHY, JIM
On the Sports Scene
WBRE, Wilkes-Barre, Pa.

McCRACKEN, JARRELL
KWTX, Waco, Tex.

McCONNELL, JEAN
KAAA, Red Wing, Minn.

McCORMICK, JOHN
McCormick's Den
KVEN, Ventura, Cal.

McCRARY, LOWELL
KVOL, LaFayette, La.

McDONALD, ARCH
Speaking of Sports
WTOP, Washington, D. C.

McDONALD, HERB
KOB-TV, Albuquerque, N. M.

McELROY, PAUL
Local Sports
KMNS, San Luis Obispo, Cal.

McENANEY, JAMES
Sports Roundup
WNLC, New London, Conn.

McENERNEY, DICK
WCExtra
WBEX, Chillicothe, Ohio

McGEHEAN, JOHN
WISC, Madison, Wis.

McGRATH, ED
Duke Power Co.
WSPA, Spartanburg, S. C.

McKECHNIE, JAMES A.
SportsIslands; Sports Corner
WENE, Binghamton-Endicott,
N. Y.

McKINNEY, JOE
KCUL, Ft. Worth, Tex.

McKINNON, BILL
Shell Digest
WBNS, Columbus, Ohio

McLARRIN, LES
Speaking of Sports
KSUE, Susanville, Cal.

McLEMORE, MORRIS
Sport News & Views
WIOD, Miami, Fla.

McLENDON, GORDON
KLIF, Dallas, Texas

McLINN, STONEY
Sports Parade
WIP, Philadelphia, Pa.

McMULLEN, DICK
KCIL, Houna, La.

McNAMARA, LARRY
WNHC, WNHC-TV, New Ha-
ven, Conn.

McNAMEE, PAT
WEVE, Eveleth, Minn.

McNEVIN, JOHN
WMID, Atlantic City, N. J.

McWHORTER, JOHN
Sports Spotlight
WDKD, Kingsstreet, S. C.

— M —

MacBETH, ALEX C.
WCCM, Lawrence, Mass.

MacDONALD, GEORGE
Sports Hillites
KAVR, Havre, Montana

MacKENZIE, JOCK
Sports Parade
WMOU, Berlin, New Hamp-
shire

MACKEY, BOB
Sports on Parade
WEAT, Lake Worth, Fla.

MacLEAN, JOHN
WPDQ, Jacksonville, Fla.

MacLEOD, TOM
Sports Parade
KYJC, Medford, Ore.

MacPHERSON, STEWART
WCCO, Minneapolis, Minn.

MacWILLIAMS, DON
Sports Journal
WCSH, Portland, Me.

MAGRINI, BUD
KSRO, Santa Rosa, Cal.

MAINZ, JOE
KEBE, Jacksonville, Tex.

MALDONADO, JUAN
WIAC, San Juan, P. R.

MALLANTS, SALTY
Salty Says (Boating & Fish-
ing News)

MALOY, JACK
Spotlight on Sports
WEEI, Boston, Mass.

MANGINI, JOHNNY
Sunday Sports
WKBS, Oyster Bay, N. Y.

MANN, CARL
WFAA-TV, Dallas, Tex.

MANN, STU
WLOL, Minneapolis, Minn.

MANNERS, DAVE
Today in Sports
WAPX, Montgomery, Ala.

MANNING, TOM
WNBK, WTAM, Cleveland, O

MANUSH, GEORGE
Sports Reporter
WLAY, Muscle Shoals

MAPLESE, FRANKLIN GRADY
play-by-play football, basket-
ball, etc.

MARENESS, JOE
Scoreboard
WOSC, Fulton, N. Y.

MARGET, MANNY
Sports Shorts
KVOX, Moorhead, Minn.

MARLOWE, PAUL
Sizing up Sports
WLOF, Orlando, Fla.

MARSH, ROY
WHLF, South Boston, Va.

MARTIN, BOB
Sports With Martin
WMTW, Portland, Me.

MARTIN, CECIL
Football
KCOG, Centerville, Iowa

MARTIN, DICK
Sports Parade
WCMI, Ashland, Ky.

MARTIN, LARRY
WPEN, Philadelphia, Pa.

MARTIN, RUSSELL L.
KGLC, Miami, Okla.

Sports Commentators—Radio-Television

- MASKAS, JOHNNY**
Sports World
WVST, Wooster, Ohio
- MASON, DON**
Standard Oil Sports
WEIB, Duluth, Minn.
- MASON, JOE**
Sports
WLEE, Richmond, Va.
- MASON, JOHN**
WKAI, Macon, Ill.
- MATHEWS, EARL**
WKID, Urbana, Ill.
- MATHEWS, LEE**
Sportsline
WFTR, Grand Rapids, Mich.
- MATHEWS, NORMAN M.**
Commercial Manager
WRNO, Inc. Whitman, St.
Exc. Orangeburg, S. C.
- MATHEWS, TOM**
WKLA, Ludington, Mich.
- MATHEWSON, DON**
WAMS, Wilmington, Del.
- MATHIAS, LYLE**
Sports Review
KVCV, Redding, Cal.
- MAUGANS, BILL**
KGFH, Shawnee, Okla.
- MAWSON, RICHARD**
Play-by-Play
KMYI, Waukegan, Ill.
- MAXWELL, JACKO**
Sports Review
WRRL, Woodside, N. Y.
- MAXWARD, BILL**
KPTS, Springfield, Mo.
- MAXWARD, WARD**
Speaking of Sports
WIAK, Rogers, Okla., Mich.
- MAZER, BILL**
Sports Extra
WKBW, Buffalo, N. Y.
- MEIER, EVANS**
WJAG, Norfolk, Neb.
- MELL, DEAN**
KXOU, Chico, Cal.
- MENACOFF, COACH**
Sports Payoff
WPTT, Coral Gables, Fla.
WCSO, Charleston, S. C.
- MENKE, EDWARD**
Play By Play Sportscenter
WELQ, McKeesport, Pa.
- MERRILL, BILL**
Bill Merrill Sports Show
KMBT, Marshall, Tex.
- MERRIMAN, DONALD**
Sports Page
WHD, Okla. N. Y.
- MEYERS, BILL**
Sport Spotlight
KTMU, McAlester, Okla.
- MICHAELS, PATRICK E.**
KELP, El Paso, Tex.
- MILLER, ALAN**
KBRG, Mount Vernon, Wash.
- MILLER, BILL**
Sports Digest
WEPB, Johnson City, Tenn.
- MILLER, DON**
What's New in Sports
WTOZ, Toledo, Ohio.
- MILLER, GEORGE**
Sportsman Roundup
WFTR, Albany, N. Y.
- MILLER, JACK**
Sports Digest
KCBS, Colbyville, Kansas.
- MILLER, SKIP**
WJSW, Altoona, Pa.
- MILLER, STRETCH**
Sports Extra
WHL, St. Louis, Mo.
- MILLER, VAN**
Sports Events Sports Show
WFCB, Dunkirk, N. Y.
- MILLS, BILL**
WPTW, Piqua, Ohio.
- MIMS, BILL**
Sports of the Day
WATL, Atlanta, Ga.
- MISTOVICH, MIKE**
Sports
KORA, Bryan, Texas.
- MITCHELL, JAMES**
WCVS, Springfield, Ill.
- MITCHELL, PAUL**
Reports On Sports
KSVL, Alexandria, La.
- MITCHELL, RED**
Scene Red with Mitchell
KSG, Crowley, La.
- MITTAN, RAY**
Sporting News, Coaches Forum
WBFB, Benton Harbor, Mich.
- MOFIELD, RAY**
Ole Colonel
WPAJ, Paducah, Ky.
- MOHNKERN, LEN**
WAVL, Apollo, Pa.
- MOLEN, SAM**
Sports Director
KPRM, KMB, Kansas City, Mo.
- MOON, HAROLD**
WISE, Asheville, N. C.
- MOONEY, GEORGE**
WIBM, Memphis, Tenn.
- MOORE, BERT**
WMOX, Meridian, Miss.
- MOORE, TED**
WDLB, Marshfield, Wis.
- MOOREHEAD, TOM**
Sport Show Name The Star
Beat Pop Boys
WELL, WFIL-TV, Philadel-
phia, Pa.
- MORAN, JACK**
KURV, Edinburg, Tex.
- MORAN, JACK**
World of Sports
WMOX, Montgomery, W. Va.
- MOREHOUSE, EUGENE**
WVNR, Beckley, W. Va.
- MOREY, BOB**
Sports Roundup
KNEM, Nevada, Mo.
- MORGAN, ED**
KPOK, Omaha, Neb.
- MORGAN, HANK**
WOBK, Jacksonville, Fla.
- MORGAN, RAY**
Sports School of the Air
WWDC, Washington, D. C.
- MORLAN, CLIFF**
Sports Review
KBUN, Bonndu, Minn.
- MORRIS, BOB**
Sports Page Of The Air
KPKL, McCook, Neb.
- MOSHER, JEFF**
Sports
WSTN, St. Petersburg, Fla.
- MOTLEY, RAYMOND C.**
World of Sports
WMOH, H. Milton, Ohio.
- MOWRY, LEE**
WLAQ, Rome, Ga.
- MULLON, HOP**
WSNJ, Bridgeton, N. J.
- MURDOCK, HOWARD**
Speaking of Sports
WJMS, Michigan, Ind.
- MURPHY, BILL**
Sports Review
WTKB, Dunn, N. C.
- MURPHY, JIM**
Sports Final
WRFS, Alexander City, Ala.
- MURPHY, WANDELL**
WMGA, Moultrie, Ga.
- MURRAY, DON**
Sports Review
WDRJ, Roanoke, Va.
- MUZZA, JAMES**
Sports Director
WHB, Canton, Ohio.

— N —

- NABORS, PAT**
BC Sports Review
WSOO, Charlotte, N. C.
- NAGLER, AL**
Sports Spotlight, Sports Tele-
scope, Red Wing Hockey
WJBR, WJBR-TV, Detroit, Mich.
- NAKEL, PAUL**
WJMO, Cleveland, Ohio.
- di NATALE, JOE**
Inside of Sports
KODV, North Platte, Neb.
- NAUGLE, DAVE**
KEFZ, Ft. Worth, Tex.
- NEAL, BOB**
Today in Sports
WERE, Cleveland, Ohio.
- NELSON, BOB**
Sports World
WTMA, Charleston, S. C.
- NELSON, DAVE**
Sports Parade
KCOG, Centerville, Iowa.
- NELSON, JOHN**
Sports Corner
WESB, Bradford, Pa.
- NE-BITT, DICK**
WOR-TV, New York, N. Y.
- NEW, JAMES H.**
Today in Sports
WBFB, Carversville, Ga.
- NEWCOMB, CHARLES W.**
WORD, Spartanburg, S. C.
- NEWMAN, JACK**
Sports Parade
WIRA, Madison, Wis.
- NEWMAN, JACK**
Sportscape
KOME, Tulsa, Okla.
- NEA, CHUCK**
Speaking of Sports
KSMN, Mason City, Iowa.
- NIAGRO, JOE**
Sports A Time
WIBC, Philadelphia, Pa.
- NICHOLAS, R. M.**
Sports Roundup
KFEW, Sitka, Alaska.
- NICHOLS, DENO**
Sports on Parade
KLR, Little Rock, Ark.
- NICHOLSON, JOHN**
Sports Special
WTM, Ocala, Fla.
- NICHOLSON, FRED**
Panther Prophesies
KBC, Corona, Cal.
- NICHOLSON, RICHARD**
Games
KBO, Barbey, Ill.
- NOE, ROBERT**
Sports Highlights Sports
Special
WGEZ, Belton, Wis.
- NOLAN, JIMMY**
KTT, Yakima, Wash.
- NORMAN, BOB**
WESB, Bradford, Pa.

Sports Commentators—Radio-Television

NORMAN, STAN
U. of Ariz. Sports
KTUC, Tucson

NORTON, J. D.
KNET, Palestine, Tex.

NORWIG, GEORGE
Spotlight on Sports, Let's Talk
Sports, Pigskin Preview, Foot-
ball Scoreboard.
WCSC, Charleston, S. C.

NYDELL, KEN
Roller Derby
ABC

— O —

OAKLEY, BOB
Sports Parade
KFTA, Greeley, Col.

O'BRIEN, JERRY
Sports O'Brien
WHAN, Charleston, S. C.

O'BRIEN, JOHN
Spotlight on Sports
KTEM, Temple, Tex.

O'BRIEN, SHERRY
WDAS, Philadelphia, Pa.

O'BRIEN, TOMMY
Morning Sports
KTRM, Beaumont, Texas

O'CARA, ROGER
WBEC, Pittsfield, Mass.

O'DELL, VIRGIL
5 Star Sports Final
WGRO, Bay City, Mich.

O'DONNELL, BILL
WBX, Sportsrall
WBX, Utica, N. Y.

O'HALLORAN, HAL
Sports Parade
WHBL, Sheboygan, Wis.

O'HALLORAN, PAT
Cascade Sports
KPQ, Wenatchee, Wash.

OLSON, JACK
Sports Lights
WTVB, Coldwater, Mich.

O'MALLEY, CHARLES "CHICK"
Sports Page
WACE, Chicopee, Mass.

O'MARA, BILL
Sports Editor
KING-TV, Seattle, Wash.

O'NEAL, GLENN
Sports Roundup
KWHN, Ft. Smith, Ark.

ORNEST, STAN
Sports Final
WGBS, Miami, Fla.

ORUM, BILL
KCRC, Enid, Okla.

OUSLEY, WALLY
Sportscaat
WDVA, Danville, Va.

OWEN, DON
Sports Lineup
KSMI, Seminole, Okla.

OWENS, MOREY
Sports Review
WROK, Rockford, Ill.

— P —

PAIGE, CARL
Play-By-Play
KLAS, Las Vegas, Nevada

PANNY, FRANK
Racing News
WOKO, Albany, N. Y.

PARADY, WILLIAM F.
KGLU, Safford, Ariz.

PARKER, ED
Sports Review
KGGM, Albuquerque, N. M.

PARKER, JOHNNY
WJIM, Lansing, Mich.

PARKER, VIRG
KORE, Eugene, Ore.

PARKS, DEL
Bandstand & Grandstand
WPEN, Philadelphia, Pa.

PARNACOTT, BARNEY
Softball Play-By-Play
WDSR, Lake City, Fla.

PARSONS, MARSHALL
Parsons Sports
WQAM, Miami, Fla.

PARTON, RED
Sportscoop
WOLF, WSyr-TV, Syracuse, N. Y.

PASSE, LOEL
Buff Baseball
KTHT, Houston, Tex.

PATCHIN, ART
WBBQ, Augusta, Ga.

PATTISON, JIM
Sports Review
WDAD, Indiana, Pa.

PATRICK, VAN
WJR, Detroit, Mich.

PAUL, LEROY
Sports Parade
WJBD, Tuscaloosa, Ala.

PAUL, VINCE
The Sportsman
KOSA, Odessa, Tex.

PAUSCH, RUSSELL N.
Sports Review
WCLD, Cleveland, Miss.

PAYNE, JACK
Sports Round Up; Sports
Final
KNOR, Norman, Okla.

PEARCE, DICK
Smith Electric Sports
WJBS, Delano, Fla.

PECK, CLAIR
Sports Roundup
KRUL, Corvallis, Ore.

PERGG, BOB
Play-By-Play
KOKO, LaJunta, Col.

PELLS, LOU
Sports Director
WEOK, Poughkeepsie, N. Y.

PENFOUND, RON
WEOL, Lorain-Elyria, O.

PENNYBACKER, ED
WJTN, Jamestown, N. Y.

PEPE, JOHNNY
Sports Review
WPIC, Sharon, Pa.

PERKINS, GLEN
Sports Salute & Sports Re-
view
KFH & KFH-FM, Wichita,
Kansas

PERLIN, BERNIE
KTKT, Tucson, Ariz.

PERRY, LINC
Speaking of Sports
KBRO, Bremerton, Wash.

PERRY, WES
KGBC, Galveston, Tex.

PETERS, BILL
Today in Sports
WIKK, Eric, Pa.

PETERS, KEN
Ken Peters Sport News
KIST, Santa Barbara, Cal.

PETERSON, EDDIE
Sports Round Up
KSUB, Cedar City, Utah

PETERSON, GENE
Sportlites
WLAV, Grand Rapids, Mich.

PETERSON, GEORGE
World In Sports
WTWN, St. Johnsbury, Ver-
mont

PETERSON, PHIL
In the Sportlite
WNAB, Bridgeport, Conn.

PETTIT, LLOYD
Hockey Games
WMAW, Milwaukee, Wis.

PHAU, ALLAN, JR.
Sports
WMBG, Richmond, Va.

PHILBIN, BOB
WJOL, Joliet, Ill.

PHILLIPS, BILL
WBAX, Wilkes-Barre, Pa.

PHILLIPS, LEA
KODL, The Dalles, Ore.

PHILLIPS, PAT
Sports On Revue
KGCU, Mandan, North Dakota

PIDCOCK, RALPH
WAND, Canton, O.

PIERRO, LOU
WHUC, Hudson, N. Y.

PIERSON, BILL
Sports Corner
WHKK, Akron, Ohio

PINION, CLOVIS
KSST, Sulphur Springs, Tex.

PITTENGER, DICK
Sports Review, Sports Notes
WFBM, WFBM-TV, Indiu-
apolis, Ind.

PLATT, BILL
WBBZ, Ponca City, Okla.

POINTEL, CHARLES H.
Play-By-Play
WRDW, Augusta, Ga.

POMEIRANCE, JERRY
KKIN, Visalia, Cal.

POPE, BILL
Sports Extra
WOKO, Albany, N. Y.

PORTER, C. W.
Local Football Games
WJRI, Lenoir, N. C.

PORTER, EVERETT, JR.
Spotlight on Sports
WGWD, Gadsden, Ala.

POUCHER, WAYNE
WCOS, Columbia, S. C.

POWERS, "CHUCK"
WKCT, Bowling Green, Ky.

POWERS, JIMMY
Powerhouse of the Air, The
Jimmy Powers Show
WNEW, WPIX, New York,
N. Y.

PRATT, BUD
WKUL, Cullman, Ala.

PRINCE, BOB
Case of Sports
WJAS, Pittsburgh, Pa.

PRITCHARD, BOSH
Eagle's Nest
WPEN, Philadelphia, Pa.

PRESTON, J. M.
KWOE, Clinton, Okla.

PREUSS, RUSS
Falstaff Sportscaat
KTTR, Rolla, Mo.

PRYOR, BILL
Spotlight on Sports, Sports
Close-Ups
WNBZ, WNBZ-TV, Bingham-
ton, N. Y.

PURSER, JAMES
WMIX, Mt. Vernon, Ill.

PYLES, DAVE
WMOA, Marietta, O.

Sports Commentators—Radio-Television

— Q —

QUICK, GERALD
Football Review
WHSO, Hartsville, S. C.

QUINN, JACK
Sports Digest, Sports Final
WMBD, Peoria, Ill.

QUINN, JOE
Sports Parade
WJMA, Orange, Va.

— R —

RABER, ALAN D.
WKAP, Allentown, Pa.

RABREK, EARL
WLAK, Lakeland, Fla.

RALLAHL, BILL
Sports King, in Sports
WCPA, Clearfield, Pa.

RAND, FRED
Spotlight on Sports
WAZF, Yazoo City, Miss.

RAPCHAK, MIKE
Sports Show
WVCA, Gary, Ind.

RAWLINSOON, "CHUCK"
Sizing up Sports
WCOV, York, Pa.

RAY, LARRY
7 p.m. Sport Roundup
WHL, Kansas City, Mo.

RAYMOND, STAN
Sports Scope
WBGE, Atlanta, Ga.

REED, BILL
Sports Review
KMYR, Denver, Col.

REED, LALE
Wrestling
WATV, Newark, N. J.

REED, LANNIE
Speaking of Sports
KOLN, Lincoln, Nebr.

REEDY, JOHN
WOKV, Milwaukee, Wis.

REEH, DOUGLAS
World of Sports
KSLJ, Gladewater, Tex.

REEVES, GEORGE
George Reeves Reports On
Sports
WJNN, Louisville, Ky.

REEVES, GRADY M.
WBHP, Huntsville, Ala.

REGAN, BOB
KCBQ, San Diego, Cal.

REGGERO, VICTOR
FERNANDEZ
WVJP, Caguas, P. R.
Sports Time

REIBRAUM, WALTER
5 O'clock Sports
WZIP, Covington, Ky.

REID, JIM
BC Sports Review
WPTF, Raleigh, N. C.

REID, PAUL
Sports Review
WKLF, Clanton, Ala.

REIDY, BOB
Sports Director
KGFV, Kearney, Nebr.

REITH, HARRI
Man About Sports
WKST, New Castle, Pa.

REYNOLDS, LEO
Sport Spotlight Sports Final
KFDX, Wichita Falls, Tex.

RICE, ED
Sports Final
KOSF, Nacogdoches, Tex.

RICH, AL
Sports Roundup
WLOH, Princeton, W. Va.

RICHARDS, ROYCE
WMMT, McMinnville, Tenn.

RICHARDSON, EARL
WASK, Lafayette, Ind.

RICHARDSON, WALTER
KDNT, Denton, Tex.

RICO, WILLIAM VALENTINE
Sport News
WVJP, Caguas, P. R.

RILEY, WALT
Sports Final
WVET, Rochester, N. Y.

RISMAN, JOHN
WLAN, Lancaster, Pa.

R PA, LOU
Sport Headlines
KTRB, Modesto, Cal.

RISER, JIMMY
Sports Trail
WCAV, Norfolk, Va.

RIVAS, RAFAEL SOLER
WORA, Mayaguez, P. R.

ROBERTS, FRANK
The Sportsman Sports Views
WIRY, Plattsburgh, N. Y.

ROBERTSON, BOB
KMO, Tacoma, Wash.

ROBINSON, CARL
World of Sports
WJCC, Bethesda, Md.

ROBINSON, DON
Saturday Sports Scope
KIXL, KIXL FM, Dallas, Tex.

ROBINSON, FRANK
Spotlight on Sports
Today in Sports
WCFN, Mt. Pleasant, Mich.

ROBINSON, GENE
Sports on Parade
WVOS, Liberty, N. Y.

ROBINSON, ROY
Sports Roundup
KSEM, Moses Lake, Wis.

ROBERICK, BOB
KAST, Ames, Iowa

RODGERS, TOM
Inside Angle on Sports
KRW, Philadelphia, Pa.

ROGERS, DAVID
Sports Highlights
WHSO, Hartsville, S. C.

ROHN, BILL
KSOO, Sioux Falls, S. D.

ROLL, DICK
WLOK, Lima, O.

ROLLASON, FRED
WBFW, Youngstown, Ohio

ROLLINS, CHAP
Saturday Scoreboard
KBUC, Corona, Cal.

ROLLINS, TOM
Sports Roundup
KECK, Odessa, Tex.

ROMAN, JUAN B.
WPAB, Ponce, P. R.

ROMANCE, ED
Sportsbook of the Air
WPPA, Pottsville, Pa.

ROSALLES
KTXN, Austin, Texas.

ROSE, JOE
Joe Rose Sports, Sports Re
views
KIPA, Hilo, KION, Honolulu
Hawaii

ROSEHILL, DAVID
Sports Edition
WDEM, Providence, R. I.

ROSELLE, JIM
WJTN, Jamestown, N. Y.

ROSS, ART
Football Forecast
WISR, Butler, Pa.

ROSS, JIM
KTRB, Houston, Tex.

ROYAL, PAUL
University of Utah Football
Basketball
KST, TV, Salt Lake City, Utah

RUFF, BILL
The Sportsite
KOO, Reno, Nevada

RUGH, MI
Sports Final
KFBI, Wichita, Kansas

RUSSELL, CY
Sports Summary
WVCG, Coral Gables, Fla.

RUSSELL, DAVE
Sport Shorts
KEDM, Beaumont, Texas

RUSSELL, ERNIE
KSCO, Santa Cruz, Cal.

RUSSELL, FRANK
Sports Sports
WMEV, Marion, Va.

RUSSELL, I. EARLE
Sports Roundup Sports Let
ter, Great Moments in Sports
KGOV, Sacramento, Cal.

RUSSELL, ROBERT
KIHUM, Eureka, Cal.

RUST, BILL
Pre-Kim Preview
KGVJ, Greenville, Texas

RUTHERFORD, JIM
Today's Sports
KPAT, Frederick, Okla.

RYAN, TOMMY
KAN AM, Amherst, Mont
ana

— S —

SAGGAI, TIP
Bill McBride, Mostly about
Sports
WOW-TV, Omaha, Neb.

SAIDT, BUS
Sport Shots
WBED, Mooreville, Pa.

ST. LAWRENCE, BOB
Sports Wheel
WTOB, Winston-Salem, N. C.

SALT, LOYD
KREM, Spokane, Wash.

SALTER, ELMER G.
Sports Editor
WAUD, Auburn, Ala.

SAMMON, JOE
WBRK, Pittsfield, Mass.

SANDERS, ARLEN
KFBI, Klamath Falls, Ore.

SANDERS, JERRY
Sports Page of the Air
KLVN, Laveland, Tex.

Sports Commentators—Radio-Television

- SANDLER, JACK**
Sports Trail
KOWH, Omaha, Neb.
- SANDS, GEORGE**
Sports Report
WMAS, Springfield, Mass.
- SANDY, MIKE**
WGAT, Utica, N. Y.
- SANFORD, CHUCK**
In This Corner
WGUY, Bangor, Me.
- SANFORD, PHIL**
Sports Slants
WABJ, Adrian, Mich.
- SAUNDERS, ALLAN**
Play-By-Play
WCHA, Chambersburg, Pa.
- SAUNDERS, ERNIE**
Sports Page of the Air
WCBS, Charleston, W. Va.
- SAVAGE, BOB**
WBAY, Green Bay, Wis.
- SAVAGE, GUY**
Sports Scoreboard
KXYZ, Houston, Tex.
- SAWYER, TED**
Sportscap
WKNE, Keene, New Hampshire
- SAYLES, FRED**
Wrestling
WATV, Newark, N. J.
- SCARCE, BOB**
World of Sports
WJBO, Baton Rouge, La.
- SCHILLING, FRED**
WJHP, Jacksonville, Fla.
- SCHMIDT, BOB**
Sports Nilcap
KAYS, Hays, Kansas
- SCHROEDER, D. R.**
KRPL, Moscow, Ida.
- SCHROEDER, R. PAUL**
Spotlife on Sports
WIMS, Michigan, Ind.
- SCHUCHARD, DICK**
Breakfast Sports Page
KYJC, Medford, Ore.
- SCOTT, BILL**
Sports Edition of The Air
KSCB, Liberal, Kansas
- SCOTT, MARK**
Speaking of Sports
WLOW, Norfolk, Va.
- SCOTT, PAUL**
Sports Roundup
WWYO, Pineville, W. Va.
- SCULLY, VIN**
Fight Follow up, College Basketball, Football Round up
- SEALS, RUSSELL, JR.**
Sports Reel, Great Moments
KWOC, Poplar Bluff, Mo.
- SEARLES, NEIL**
Sports Pace
WFOX, Milwaukee, Wis.
- SEARS, BILL**
WCAU, WCAU-TV, Philadelphia 3, Pa.
- SEAVEY, CECIL**
KVOR, Colorado Springs, Col.
- SHANK, LEW**
KWYO, Sheridan, Wyo.
- SHANNON, GEORGE**
Sportswurl
WTOK, Meridian, Miss.
- SHARLAND, EARL**
Sports Revue
WWSC, Glens Falls, N. Y.
- SHAVER, DANNY**
Spotlight on Sports, Sports Bandstand, Sports Round Up
WFLO, Farmville, Va.
- SHEETZ, BILL**
WMIE, Miami, Fla.
- SHELTON, JIM**
Local Live Football
KEYL, San Antonio, Tex.
- SHEPARD, STEVE**
KEIO, Pocatello, Ida.
- SHEPHERD, W. M.**
WWGS, Titton, Ga.
- SHERMAN, BARRY**
WSCR, Scranton, Pa.
- SHERMAN, BUD**
Today's Sports
WBAP, WBAP-TV, Ft. Worth, Tex.
- SHERMAN, GENE**
KCOM, Sioux City, Iowa
- SHIELDS, STEVE**
WDO5, Oueonta, N. Y.
- SHIELDS, TOM**
WKIP, Poughkeepsie, N. Y.
- SHIVELY, DICK**
Football, Baseball, Play-By-Play
WJPS, WGBF, Evansville, Ind.
- SHRINER, TED**
Sports Parade
KTJS, Hobard, Okla.
- SHUDT, ROY SPORTS**
WTRY, Troy, N. Y.
- SHUFFETT, CHUCK**
WKAY, Glasgow, Ky.
- SHUMAN, FRED**
Sports Slants
WHOB, Gardner, Mass.
- SHUMATE, GENE**
KSO, Des Moines, Iowa
- SIEBERT, DICK**
Sport Events & Sport Reviews
WTCN, Minneapolis, Minn.
- SIEGRIST, EDGAR**
WHAR, Clarksburg, W. Va.
- SILER, TOM**
Football Review
WNOX, Knoxville, Tenn.
- SILVER, JULIAN**
Sports Roundup
WDAR, Savannah, Ga.
- SIMPSON, JAMES**
WTOP-TV, Washington, D. C.
- SIMPSON, JIMMY**
Sports Director
WMRC, Greenville, S. C.
- SIMPSON, NORM**
Sports Extra
WWOOD, Lynchburg, Va.
- SIMS, FRANK**
WKMH, Dearborn, Mich.
- SIMS, WAYNE**
Sports Speeial
WMSL, Decatur, Ala.
- SINGER, LAN**
Sports Roundup
WHTN, Huntington, W. Va.
- SINGER, SHELDON**
KCOM, Sioux City, Iowa
- SINOR, BILL**
Sportlight
KROP, Brawley, Cal.
- SISSKIND, CARL**
KHAS, Hastings, Nebr.
- SIZOO, ROGER**
Sports Reports
KTRE, Lufkin, Tex.
- SKILLERN, KEN**
Circuit of Sports
KDWT, Stamford, Tex.
- SKIRVIN, MAX**
The Sportsman
WTT5, Bloomington, Ind.
- SLATER, MANNING**
Slater's Sports
WLIZ, Bridgeport, Conn.
- SMALLEY, JOHN**
Sports with Smalley
WVHH, Warren, Ohio
- SMITH, BILL**
Sports Round Up
WMFR, High Point, N. C.
- SMITH, BOB**
Sports Review
WOOD, Grand Rapids, Mich.
- SMITH, BOB**
Sportsmith
WIBM, Jackson, Mich.
- SMITH, BOCKY**
Today in Sports
WLOF, Orlando, Fla.
- SMITH, FRANK**
KHUM, Eureka, Cal.
- SMITH, FLETCHER**
News & Sports
WTNC, Thomasville, N. C.
- SMITH, JACK**
WDRG, Hartford, Conn.
- SNAPP, KENNETH**
Sportsman
WLRP, New Albany, Ind.
- SMITH, ROBERT**
KVOR, Colorado Springs, Col.
- SMITH, SIEG**
WGR, Buffalo, N. Y.
- SMITH, WARREN**
WVOP, Vidalia, Ga.
- SMITH, WEBSTER**
Spotlight on Sports
KTNM, Tucumcari, N. M.
- SNOWDON, CHARLES T.**
WPLH, Huntington, W. Va.
- SNYDER, ED**
WDAK, Columbus, Ga.
- SNYDER, JOE**
WJEJ, Hagerstown, Md.
- SOISSEN, PHIL**
Sports Parade, Warm Up Time
WLEU, Erie, Pa.
- SOOY, BYARD**
Sports Round Up
KREL, Baytown, Texas
- SPARKS, RED**
WFOM, Marietta, Ga.
- SPARKS, JAMES A.**
All Sports Events
WHOC, Philadelphia, Miss.
- SPEARE, DAN**
Feature Sports
KREO, Indio, Cal.
- SPECIALE, JOHNNY**
Spotlight on Sports Play-By-Play
KCSJ, Pueblo, Cal.
- SPELL, BILL**
Spell on Sports
WSLI, Jackson, Miss.

Sports Commentators—Radio-Television

- SPENCER, MILTON**
WFLA, Tampa, Fla.
- SPENCER, PHIL**
WEST, Gloversville N. Y.
- SPERLING, JERRY**
Sports Roundup
WBBK Chicago Ill
- SPIRO, WALT**
Sports Parade
WCOV Montgomery, Ala.
- SPOKES, A. E.**
Reports On Sports
WJOY, Burlington Vermont
- SPRINKLE, ART**
Football News
KPHO-TV, Phoenix Ariz
- STAMPER, BILL**
Spotlight on Sports
WJMR, Brookhaven, Miss.
- STANFIELD, RAY**
WFBC Greenville, S. C
- STANLEY, ALAN**
Sports Extras
WIMA Lima Ohio
- STEELE, BOB**
Strictly Sports
WTIC, Hartford, Conn
- STEELE, JIM**
Sportsweek
WNOE, New Orleans, La
- STEELE, JOHN**
Spotlight On Sports
KOWB Laramie, Wyoming
- STERN, BILL**
B. July 1, 1907, Rochester, N. Y.
Remember This Date, NBC-TV;
Star Night, WNBT; Spotlight on
sports, WNBC
- STERN, JOHNNY**
Sports Roundup
KLER, Rochester Minn
- STERRETT, BOB**
The SportLite
WTON Staunton Va
- STEVENS, ED**
Sportscope
KENT, Anchorage, Alaska
- STEWART, WYN**
KRNO San Bernardino, Cal
- STIEGLER, ERNIE**
Sports Matinee
WGPA, Bethlehem, Pa
- STILLINGER, CLIFF**
KOPO, Tucson Ariz
- STIRRAV, BOB**
WGBR Freeport, L. I.
- STORY, ROY**
Play By Play Sports
KFCR, Turlock, Cal
- STRAIN, STAN**
Football Previewes
KWNW, Wenatchee Wash
- STRAND, NORMAN**
Spotlight on Sports
WSAY, Savannah Ga.
- STREET, MALCOLM**
Sports Parade
WHMA, Ammston, Ala
- STRICKLAND, WILLIAM**
SportLite
WIRA, Ft Pierce Fla.
- STRINE, EARL**
Sports Roundup
WCHA, Chambersburg, Pa
- SULLIVAN, CHARLEY**
WMC, Memphis, Tenn
- SUMMERS, CHUCK**
Sportiques
WJLN, Merrill, Wis
- SUTER, BUD**
Sports Camera
KGLD, Mason City, Iowa
- SUTTERFIELD, PHIL**
Sports Doubleheader, Ken-
tuckiana Sports
WHLAS, Louisville Ky
- SUTTON, BILL**
Sports Roundup
KLOF, Lake Charles, La
- SWANSON, BOB**
Sports Roundup
WCAM Camden, N. J
- SWANSON, CARL**
Sports Spotlight, Sports Cal-
endar
WDEE, Biddford Me
- SWENEY, RUDD**
Sports By Sweeney
WHK, Columbus, Ohio
- SWENEY, WILLIAM R.**
WAAB Worcester, Mass.
- SAVINGLE, CY**
Sports Roundup
WPWA, Chester, Pa.
- SAMES, BILL**
Football Scoreboard
KHL, Los Angeles Cal.
- T —
- TABNER, DOUG**
Sports Tab
WTOD, Toledo, Ohio
- TALBITZER, WILLIAM**
KDAN Oroville, Calif
- TALBOT, HARRY**
WMBR TV, Jacksonville, Fla.
- TAPLER, VINCE**
Sports Spotlight
WTJS Jackson Tenn
- TASSADY, JOHN**
Sports Highlights, Pugskin Panel
KERG, Eugene, Ore
- TATE, JIM**
Sports Newsweek
WEKR, Fayetteville Tenn
- TATE, YERNER**
Spotlight on Sports
WFBC, Greenville, S. C
- TAYLOR, JOHN**
WTOM Bloomington Ind
- TEAS, CHARLIE**
Play-By-Play
KOB, Albuquerque N. M
- TEPMEIER, DOUG**
KTRF, Thet River Falls
Minn
Sports Parade
- TEMPLETON, DINK**
Sports Page of the Air
KFRG, San Francisco, Cal
- TERRY, BILL**
WAGA-TV, Atlanta, Ga
- TERRY, BOB**
Hunting & Fishing
KSTL, St Louis, Mo.
- TERRY, WILLIAM R.**
WAGA-TV, Atlanta Ga
- TRACKER, JIM**
Sports Tipoff
WSON, Henderson, Ky
- TIEHRINGER, GEORGE**
WRBL, Columbus Ga
- TIELE, HENRY J.**
Sportingly Yours
WJMR, New Orleans, La.
- THOMAS, DAVE**
Sports Roundup
WJMX, Florence S. C
- THOMAS, DON**
WSFL Sports
WSFL, Springfield, Mass
- THOMAS, GLEN**
WJEL Hagerstown, Md.
- THOMAS, HORACE**
WCPA, Clearfield, Pa
- THOMAS, J. KENNETH**
Sports News
WLOE, Leesville, N. C
- THOMAS, LEE**
WHLB, Virginia Minn
- THOMAS, MATT**
Sports Parade
WMAK-TV, Baltimore Md
- THOMPSON, BOB**
WBBB, Burlington N. C
- THOMPSON, CHUCK**
Sports Special
WAAM, Baltimore, Md
- THOMPSON, CLAY**
Sports of the Day
KSWA, Graham, Tex
- THOMPSON, ED**
OSU Football
WHKC, Columbus Ohio
- THOMPSON, FRANK**
Good Luck in Sports Sports-
Final
WBLK, Clarksville W. Va
- THOMPSON, JIMMY**
Silberberg's Sports-east
WJH, Niagara Falls N. Y
- THORLEY, HENRY**
Hi Lites from the World of
Sports
KROY, Sacramento, Cal
- THORNTON, HARRY**
Sportsman, Ill.
WAGC, Chattanooga Tenn
- THORNTON, RALPH**
KPST Big Spring Texas
- THURBER, SCOTT**
KTSN, El Paso Tex
World of Sport
- TIBBETS, DONN**
Sportsweek
WTVS, Claremont New
Hampshire
- TIGHE, AL**
Sports-east
KFEQ, St. Joseph Mo
- TOAL, FRANK**
Speaking of Sports
WIKO, Johnston, Pa.
- TOSTL, PHIL**
Sports Page of the Air, Sports
Digest
Sports Roundup
WKAL, Rome, N. Y.
- TOTTEN, VERN**
Mont Sports Roundup
KXLE, Butte, Mont
- TOWNSEND, CHET**
Sports of West Virginia
Sports Roundup
WCAW, Charleston W. Va

Sports Commentators—Radio-Television

— V —

- TRABAL, ISMAEL**
Orientacion Deportiva
WORA, Mayaguez, P. R.
- TRABER, JIM**
World of Sports
KVIC, Victoria, Tex.
- TRAEGER, JOHN**
KWED, Seguin, Tex.
- TRACE, ROBERT**
Sports Review
WMGW, Meadville, Pa.
- TRANTER, CHUCK**
WNAE, Warren, Pa.
- TRAYNOR, PIE**
KQV, Pittsburgh, Pa.
- TRIPP, BOB**
WFAA, Dallas, Tex.
- TROUT, LARRY**
Spotlight On Sports
KBIX, Muskogee, Okla.
- TRUSSELL, JAKE**
Sports Column
KINE, Kingsville, Tex.
- TSCHUDI, LOU**
Sports Director
WIMG, Dayton, Ohio
- TSCHUMY, GEORGE J., JR.**
Today in Sports
KTKR, Taft, Cal.
- TUCKER, JOE**
Sports Special
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**
Sports Play-By-Play
WGCD, Chester, S. C.
- TURNER, ROBERT**
WHAM, WHAM-TV, Rochester, N. Y.
- TYLER, WAYNE**
World of Sports
WLVA, Lynchburg, W. Va.
- TYSON, TY**
WWJ, Detroit, Mich.
- U —
- UFER, BOB**
Along The Sport Sidelines
WPAG, Ann Arbor, Mich.
- ULBRICH, RAY**
Sports Review
WDMJ, Marquette, Mich.
- ULERY, DON**
Spotlight On Sports
WLBK, De Kalb, Ill.
- ULRICK, ED**
WIMA, Lima, O.
- UNDERWOOD, RALPH**
Sports Trail
WCNB, Connersville, Ind.
- UNGER, DICK**
Sports Spotlight
WENK, Union City, Tenn.
- URQUHART, JIMMY**
Sports Talks
WMNB, North Adams, Mass.
- VACCA, JOHN**
Sportsman
KOSA, Odessa, Tex.
- VACKNER, CHARLES**
WBNX, New York, N. Y.
- VADEN, BUDDY**
Play-By-Play
WSSB, Durham, N. C.
- VAGNER, JACK**
KRAL, Rawlins, Wyoming
- VAILE, ROLAND B.**
In the Sportlight
KCMJ, Palm Springs, Cal.
- VALENTI, FRANK**
Sports Camera
KPOA, Honolulu, T. H.
- VAN ELLS, NEAL**
Three City Final
WLW-D, Dayton, O.
- VARE, AL**
Tops In Sports
WAOV, Vincennes, Ind.
- VARNELL, LARRY**
KLZ, Denver, Colo.
- VAZQUEZ, PEDRO**
WAPA, San Juan, P. R.
- VENNER, FRANK**
Sports Page & Scoreboard
WSPD-TV, Toledo, O.
- VEST, GEORGE**
World of Sports
KJFJ, Webster City, Iowa
- VICKLAND, ART**
KTBC, Austin, Texas
- VIDNOVIC, SAM**
WMCK, McKeesport, Pa.
- VILLANI, JOHN J.**
Sports Round Up
WBRW, Welch, W. Va.
- VOGEL, GEORGE**
Sports Review
KCOW, Alliance, Nebraska
- VOOHIS, VAN**
WLBR, Lebanon, Pa.
- W —
- WADDELL, KEN**
Sports Special
KWEI, Kennewick, Wash.
- WAGNER, BOB**
Play-By-Play
KMHL, Marshall, Minn.
- WAGNER, BOB**
WHIZ, Zanesville, Ohio
- WAGNER, JAY**
Sports Parade
WLEC, Sandusky, Ohio
- WAKEMAN, TONY**
All Sports Parade
WTTG, Washington, D. C.
- WALDEN, PAUL**
KODL, The Dalles, Ore.
- WALDON, WARREN S.**
Sports Commentator
WEAN, Providence, R. I.
- WALKER, BOB**
Play-By-Play
WJHL, Johnson City, Tenn.
- WALLACE, JACK**
KBST, Big Spring, Texas
- WALLACE, JIMMY**
WMBL, Morehead City, N. C.
- WALSH, FRANK J.**
WBCM, Bay City, Mich.
- WALSH, GEORGE**
George Walsh Looks 'Em Over
WFIL-TV, Philadelphia, Pa.
- WALSHAK, DAVID**
Cavalcade of Sports
KCTI, Gonzales, Tex.
- WALTER, ROBERT G.**
Time Out
WVAM, Altoona, Pa.
- WALTHALL, TUBBY**
Spotlight on Sports
WSVS, Crewe, Va.
- WALTON, EARL**
Pigskin Parade, Sports Round-up
WJZM, Clarkesville, Tenn.
- WALTON, LUKE**
Luke Walton's Sport Review & All play-by-play Sports
WISH, Indianapolis, Ind.
- WARD, BILL**
Bill Ward Sports
WUSN, Charleston, S. C.
- WARD, BILL**
Sports Review
WHOW, Clinton, Ill.
- WARD, BILL**
Today in Sports
WSGN, Birmingham, Ala.
- WARD, BOB**
Pigskin Pay-off
KVOP, Plainview, Tex.
- WARREN, HARRY**
Spot For Sportsmen, Football Scoreboard, Sports Mirror
KUTA, Salt Lake City, Utah
- WATERMAN, BERNIE**
WCVS, Springfield, Ill.
- WATRICK, DON**
Sports Parade
WXYZ, WXYZ-TV, Detroit, Mich.
- WEATHERLY, BOB**
Sports Parade
WTAN, Clearwater, Fla.
- WEATHERS, WILLIAM**
WFVG, Fuquay Springs, N. C.
- WEAVER, BILL**
Sports Headlines
WDAY, Fargo, North Dakota
- WEAVER, HENRY**
Main Street to Malibu, Newscaster, Sports Report
KECA, KECA-TV, Hollywood, Cal.
- WEAVER, RICK**
WIOU, Kokomo, Ind.
- WEBB, HUGH**
WMGY, Montgomery, Ala.
- WEBB, JOHN**
KFOX, Long Beach, Cal.
Speaking of Sports
- WEBBER, BILL**
WLAN, Lancaster, Pa.
- WEBSTER, TED**
Headlines and Heartbeats
KSUB, Cedar City, Utah
- WELBORNE, CURTIS L.**
Sports Reviews
WGBG, Greenboro, N. C.
- WELLBELOVED, ROBERT**
JEF, Grand Rapids, Mich.
- WELLS, JERRY**
WCBA, Corning, N. Y.

Sports Commentators—Radio-Television

- WELLS, KEITH**
Sports Page of the Air
KGBX, Springfield, Mo.
- WELLS, ROBERT**
Slants From The Sidelines
Evening Scoreboard
KFLD, Garden City, Kans.
- WELSH, BILL**
What's the Record?
KTTV, Los Angeles, Calif.
- WENTWORTH, WILLIAM**
KFJH, Klamath Falls, Ore.
- WESLEY, FRANK**
Football Games
WFOM, Marietta, Ga.
- WESSON, DICK**
KPOJ, Portland, Ore.
- WEST, NED**
WTNT, Tallahassee, Fla.
Sports Parade
- WEST, WARREN F.**
Sizing Up Sports
WBCH, Union, S. C.
- WESTER, ALLAN**
Sports Roundup
WGTN, Georgetown, S. C.
- WHALEN, BILL**
Sports Spotlight
WOOD, Boston, Mass.
- WHEEDBEE, CHARLES**
WGTC, Greenville, N. C.
- WHEELER, JOE**
WGAP, Maryville, Tenn.
- WHIGHART, ED.**
Sports Final
WHAL, Weston, W. Va.
- WHITAKER, ROBERT C.**
WFAY, Portsmouth, O.
- WHITE, BILL**
Sports Page
KTHP, Porterville, Cal.
- WHITE, DICK**
Up to Date in Sports
KTOK, Oklahoma City, Okla.
- WHITE, DON**
As I See It
KFT, Yonkers, Wash.
- WHITE, EDDIE**
WHFL, Bradenton, Fla.
- WHITE, GEORGE**
WFAA, WFAA-TV, Dallas, Tex.
- WHITE, ZED**
Sports Highlights
WJAY, Moline, S. C.
- WHITTIER, CHUCK**
Sports
WLK, Wilkes-Barre, Pa.
- WHITWORTH, RAY**
The Sports Page
KFDA, Amarillo, Tex.
- WHILE, DARRRELL**
Sports Parade, 5 Star Sports
Final
WBW, Bedford, Ind.
- WHILCOX, PAUL**
Sports
WGAR, Cleveland, Ohio.
- WILLIAMS, BILL**
Sports Recap
WMBM, Miami Beach, Fla.
- WILLIAMS, BRUCE**
All Play-By-Play, Sports Highlights
KOOO, Salem, Ore.
- WILLIAMS, C. H.**
Puckin' Parade
KRRN, Renton, Washington.
- WILLIAMS, CHARLES**
KWNO, Wmona, Minn.
- WILLIAMS, CLAUDE, JR.**
WRPT, Athens, Ga.
- WILLIAMS, DICK**
KRRC, Beaumont, Tex.
- WILLIAMS, GARNET**
WROY, Carmi, Ill.
- WILLIAMS, HOWARD**
Howard Williams Sports
WEAM, Arlington, Virginia.
- WILLIAMS, LEIGHTON**
KVOE, Santa Ana, Cal.
- WILLIAMS, OMAR**
Speaking of Sports
WBOW, Terre Haute, Ind.
- WILLIAMS, PAUL**
WVJ-TV, Detroit, Mich.
- WILLIAMSON, HADLEY**
Sports Parade
WNU, Statesville, N. C.
- WILSON, JIMMY**
WALP, Tampa, Fla.
- WILSON, BOB**
KWKW, Pasadena, Cal.
- WILSON, BOB**
WABD, Akron, Ohio.
- WILSON, CHUCK**
WBVP, Beaver Falls, Pa.
- WILSON, JIM**
Sports Review
WMAK, Nashville, Tenn.
- WILSON, JOE**
Today in Sports
WBKB, Chicago, Ill.
- WILSON, REX**
WRBV, Richmond, Ind.
- WIMAN, MIKE**
Sportsparade
KCQ, San Diego, Cal.
- WINDSOR, WALTER**
Sports Page
WGPA, Columbus, Ga.
- WINGATE, CHUCK**
Football Predictions
WPLJ, Jackson, Tenn.
- WISE, WEE**
Wise Bandstand
KLFH, Dallas, Texas.
- WISEMAN, HARRY**
Sports Desk
WLSL, Roanoke, Va.
- WISMER, HARRY**
Harry Wismer Sports Show,
Champion Roll Call
ABC
- WISMER, JOHN F.**
Wismer Sports
WHLS, Port Huron, Mich.
- WGLE, FRED**
WXYZ-TV, Detroit, Mich.
- WOLF, HAL**
KNBC, San Francisco, Cal.
- WOLFE, BOB**
WWDC, Washington, D. C.
Bob Wolfe, Sports
- WOOD, BOB**
Sport's Notebook
KORN, Mitchell, S. D.
- WOOD, DALE**
Sports Director
KWVL, Waterloo, Iowa.
- WOOD, EARL**
Sports Corner
WIVY, Jacksonville, Fla.
- WOODALL, W. C., JR.**
WDWD, Dawson, Ga.
Spin Sportscast
- WOODS, JIM**
WAGA-TV, Atlanta, Ga.
- WOODS, JOHN F.**
Sports Final
WDEV, Waterbury, Vermont.
- WOODWARD, LEROY**
Last Word in Sports
WVJS, Owensboro, Ky.
- WRIGHT, BILL**
WWBG, Hornell, N. Y.
- WYATT, ARCHIE**
WCTP, Corbin, Ky.
- WYMAN, MALL**
KALL, Salt Lake City, Utah.
- WYNGARDEN, LLOYD**
WPLN, St. Petersburg, Fla.
- WYNN, JOE**
Wynn Column
KVER, Albuquerque, N. M.
- WYNN, JIMMIE**
Sports Review
WATR, Winston-Salem, N. C.

— Y —

YONZ, BOB
WWSO, Springfield, Ohio.

YORK, TOM
Sports Page
WMFT, Florence, Ala.

YOUNG, BILL
Carnival of Sports
KAKE, Wichita, Kansas.

YOUNG, JAY
WERC, Erie, Pa.

YOUNG, TOMMY
Young Slants on Sports
KWAT, Watertown, S. D.

YOUNGBLOOD, WES
Sports Parade
KSEL, Lubbock, Tex.

— Z —

ZACHARY, HUGH
WTRK, Durham, N. C.

ZEANAH, CHARLEY
Sports Forum, Sports Page of
the Air
WSPA, Montgomery, Ala.

ZEGARSKÉ, EDMUND
Speaking of Sports
WHFB, Cookeville, Tenn.

ZELLMANN, JACK
Sports Dir.
WOPL, Bristol, Tenn.

ZIMMERMAN, BOB
Buckeye Sportsight
WTNS, Cochocton, Ohio.

ZIMMERMAN, PAUL
Sports Parade
WMVA, Martinsville, Va.

ZURICH, SAM
Sportslighting Sports
WIS, Columbia, S. C.

News Commentators (RADIO AND TELEVISION) —their work during 1950

— A —

ABBE, JAMES

James Abbe Observes the
News
KLX, Oakland, Cal.

ACHOR, DAVE

City, Edition
WBEX, Chillicothe, Ohio

AGRONSKY, MARTIN

ABC

AHERN, JOHN

Dinner Edition
KYJC, Medford, Ore.

AKER, DICK

News at Noon, Six O'clock
News

WSAL, Logansport, Ind.

AKERS, BOB

News

KRIC, Beaumont, Texas

ALBRECHT, PAUL

WJMC, Rice Lake, Wis.

ALBRIGHT, ROBERT C., DR.

What's News?
WBEN-TV, Buffalo, N. Y.

ALCOTT, CARROLL

Carroll Alcott & the News

WINS, New York, N. Y.

ALDERSON, JOHN M.

WEBB, Buffalo, N. Y.

ALLEN, SPENCER

WGN, Chicago, Ill.

ALLEN, WILL

WINX, Washington, D. C.

ALEXANDER, EVERETT

Information Unlimited

WJMW, Athens, Ala.

ALLEY, J. LINDSEY

Week in Review

WKQY, Bluefield, W. Va.

ALT, JAMES

Wiedemann News

WKRC-TV, Cincinnati, Ohio

AMOLE, GENE

Stock Market News

KMYR, Denver, Col.

AMOS, BOB

Bob Amos & News

WHKP, Hendersonville, N. C.

ANDERS, BILL

KPYO, Lubbock, Tex.

ANDERSON, DAVID

Morning News

KNEB, Hollywood, Cal.

ANDREWS, H. G.

WARD, Johnston, Pa.

Dispelling the Fog

ANDREWS, M. CARL

Over The Editor's Desk

WDBJ, Roanoke, Va.

ANTHONY, DICK

KDAL, Duluth, Minn.

ARMSTRONG, CARL B.

World & Local News

WHED, Washington, N. C.

ARTHUR, BILLY

WJNC, Jacksonville, N. C.

ARTHUR, BOB

Evening News

KFH & KFH-FM, Wichita,
Kansas

ARTHURS, WINFRED C.

News Editor

WRFD, Worthington, Ohio

ARVIN, RAY

Headline, News

KFBI, Wichita, Kansas

ASKEW, WILLIAM

W. A. News

WSPC, Anniston, Ala.

AUSLEY, WALLY

WBTM, Danville, Va.

AUSTIN, BILL

News Editor

WPLD, Huntington, W. Va.

AVERY, GAYLORD

KOWH, Omaha, Nebr.

Newscaster

"6 O'Clock News" . . WNBC
(Ruppert Knickerbocker Beer &
Welch Candy Co.)

"11 O'Clock News" . . WNBC
(for Shell Oil Co.)

Announcer

"When A Girl Marries" . . NBC
(for General Foods)

U. S. Army — "So Proudly We
Hail"
with Lee Tracy

NBC Television
Camel Caravan
Watch the World
Gillette Sports Reel

LEx. 2-1100



KENNETH BANGHART

AVILES, OSVALDO
WOKA, Mayaguez, P. R.

— **B** —

BAILEY, JIM
Lansing Comment
WCEN, Mt. Pleasant, Mich.

BAILEY, E. NORMAN
WNAW, North Adams, Mass.

BAKER, BILL
WEBQ, Harrisburg, Ill.

BAILEY, WILLIAM C.
WMIK, Mt. Vernon, Ill.

BAKER, NELSON
Melody Searcher
WYBR, Baltimore, Md.

BAKER, ROGER M.
News Round-up
WKBW, Buffalo, N. Y.

BAKER, ROLAND
Headline Digest
KXYZ, Houston, Tex.

BALDWIN, FLOYD
Behind the News
WZIP, Covington, Ky.

BALMER, CLINTON C.
WLYA, Lynchburg, W. Va.
Middle Way

RANCROFT, GRIGGING
CBS

BANGHART, KENNETH

6 o'Clock News, 11 o'Clock News,
WNBC; When a Girl Marries,
NBC; Camel Caravan, Watch the
World, Gillette Sports Reel, NBC-
TV; So Proudly We Hail

BANNON, ROBERT
Local News
WSKI, Montpelier, Vermont

BARNES, YIC
WCFL, Chicago, Ill.

BARNES, YIC
News Director
WCFL, Chicago, Ill.

BARNETT, CLEATUS E.
News & Views
WRLD, West Point, Ga.

BARNHART, PHIL
KODI, Cody, Wyoming

BARRETT, GABBY
KODI, Cody, Wyoming

BARRA, ART
Edison News
WTOH, Toledo, Ohio

BASSONDALE, BOB
Noon News
WRAP, Ft. Worth, Tex.

BATSON, GAY
Telenews
WDSI-TV, New Orleans, La.

BAUCKLAGE, H. R.
Alt

BAXTER, LIONEL
WAFM-TV, Birmingham, Ala.

BEDFORD, PAUL
WFMJ, Youngstown, Ohio

BELKNAP, WILLIAM
Town Crier
KMYI, Wailuku, Maui, Ha-
waii

BELL, TED
KRSC, Seattle, Wash.

BENGTSON, L. H.
KLPR, Oklahoma City, Okla.

BENSON, BOB
10 o'Clock News
KPAM, St. Cloud, Minn.

BERKOWITZ, MILTON
Milt Berkowitz Views the
News
WONS, Hartford, Conn.

BERLING, CONRAD, JR.
Star Reporter
KFDM, Beaumont, Texas

BERNHARD, JOHN E.
Town Topics
WFOY, St. Augustine, Fla.

BEZOPE, BEN
Behind the Headlines
KMYR, Denver, Col.

BIDDLE, DICK
News and Views
WARD, Tuscaloosa, Ala.

BIGGER, IRL
KNPT, Newport, Ok.

BILLS, JOHN T.
Herald Reporter
WQAM, Miami, Fla.

BINGHAM, BOB
Six O'Clock News
WGBS, Miami, Fla.

BIRMINGHAM, JOHN J.
WNBZ, Saratoga Lake, N. Y.

BISHOP, SCOTT
The Editor's Report
WIOD, Miami, Fla.

BLACK, GUNNAR
WMAZ, Washington, D. C.

BLACK, JOSEPH
Local News
WBK, Cleveland, Ohio

BLACKBURN, S. W.
KYSO, Ardmore, Okla.
Blackburn Speaks

BLIZZARD, LOUIS C.
Noon Time News
WIOS, Decatur, Ala.

BLICE, PAUL
World News
KTLN, Denver, Col.

BODGE, DAVID
WNHC-TV, New Haven, Conn.

BOLTON, PAUL
Straight Texas
KYBC, Austin, Texas

BONNELL, GEORGE R.
Blossom News
WIBL, Hammond, La.

BORGES, JOHN A., JR.
UP Commentary
KPNJ, Anchorage, Alaska

BORNE, GLADYS
News Thru Eyes of Woman
WISR, Butler, Pa.

BOSMAN, JOHN
John Bosman & the News
WTNS, New York, N. Y.

BOEGHOLTZER, FRANK
White House Correspondent
WRT, Washington, D. C.

BOYD, W. M., DR.
WERD, Atlanta, Ga.

BOWMAN, ROY
PhiPhi's News Reporter
KFSA, Ft. Smith, Ark.

BRADFORD, BEN
Midweek Wire
WHOB, Gardner, Mass.

BRADY, TULLIUS
Noon Edition
WJMB, Brookhaven, Miss.

BRANNON, JOHN
The News at Noon
WTJH, East Point, Ga.

BREEN, ED
President
KCFD, Fort Dodge, Iowa

BRENNAN, ED
Covering Cabinet
WVCA, Gary, Ind.

BRETZ, KEITH
The News
RRMG, Tulsa, Okla.

BREWER, DUKE
RATF, Albert Lea, Minn.

BRIHAM, W. JOHN
KCOM, Sioux City, Iowa

BROADHURST, ED
Freely Speaking
WGRG, Greensboro, N. C.

BROCKWAY, JACK
KDAL, Duluth, Minn.

BROOKE, ED
WBBB, Burlington, N. C.

BROOKS, BOB
KNTZ, Houston, Tex.

BROOKS, CLIFF
Our Town
WGBF, Evansville, Ind.

BROWN, FRANK R.
World Digest
KTFP, Porterville, Cal.

BROWN, NELSON
WNLO, New London, Conn.
Local News

BROWN, ROBERT E.
WMIK, Mt. Vernon, Ill.

BROWNING, J. CULLEN
KOGT, Orange, Tex.

BROWNING, EDWARD
Today's News
WSSB, Durham, N. C.

BRUEGER, BILL
KDAL, Duluth, Minn.

BRYANT, RUSS
Russ Bryant Views the News
KBC, Corona, Cal.

BRAYSON, CONREY
KTSM, El Paso, Tex.

BUFFINGTON, JOEL
KFRB, Fairbanks, Alaska

BURDA, F. ORVILLE
Background of The News
KDDX, North Dakota

BURDETTE, WINSTON
CBS

BURGESS, FRANK H.
WGAY, Cedarport, Ga.

BURKE, J. FRANK
KBYD, Los Angeles, Cal.

BURKE, MERLE
Highlights from the Head-
lines
WJPO, LaSalle, Ill.

BURNS, BILL
News Editor
KQV, Pittsburgh, Pa.

BURNS, JOE
WNHC, New Haven, Conn.

BURWELL, E. L.
World News
WCKB, Dunn, N. C.

BYRON, JAMES A.
WBAP, Ft. Worth, Tex.

BUTZ, BOB
Last Week in Boulder
Boulder, KBOU, Col.

— **C** —

CADDELL, RAYMOND
Raymond Cadde'll and the
News
WHSF, Hartsville, S. C.

CAMLAN, JOHN
Children's Crusade
KLAS, Las Vegas, Nev. (6)

CALMER, NED
CBS

CALVIN, HAROLD
Passing Parade
WPER, Middletown, Ohio

CAMPBELL, DAVE
WAPL News
WAPL, Birmingham, Ala.

CAMPBELL, WALLACE
WINX, Washington, D. C.

CANADAY, EWING
Candid Opinions
WKY-TV, Oklahoma City,
Okla.

News Commentators—Radio-Television

- CANAVAN, ROBERT P.**
KROD, El Paso, Tex.
- CAREY, BILL**
Carey's Corner
WKXY, Sarasota, Fla.
- CARLSON, RICHARD**
News at Six
WCDD, Carbondale-Honesdale, Pa.
- CARROLL, JIM**
Man About Town
KWYO, Sheridan, Wyo.
- CARTER, CAL**
Cal Carter & the News
WFEC, Miami, Fla.
- CASE, ROSS**
Evening Commentary
KWAT, Watertown, S. D.
- CHAMBERS, BRUCE**
KCUL, Ft. Worth, Tex.
- CHANCELLOR, GREG**
KOME, Tulsa, Okla.
- CHAPEL, JOHN K.**
Newscasts
KLX, Oakland, Cal.
- CHASE, JACK**
WCOP, Boston, Mass.
- CHASE, MILTON**
3 City Final
WLW-T, Cincinnati, O.
- CHEVERTON, RICHARD**
Football on the 50
KWCR, Cedar Rapids, Iowa
- CHRISTIE, GEO.**
Old Crusader
WFEA, Manchester, New Hampshire
- CHRISTOPHERSON, C. A.**
Same
KISD, Sioux Falls, S. D.
- CLAIR, JOHN**
Peninsula Periscope
WHYU, Newport News, Va.
- CLAPPEE, MRS. RAYMOND**
WHAT, Philadelphia, Pa.
- CLARK, DALE**
WAGA-TV, Atlanta, Ga.
- CLARK, HAL**
Hal Clark and the News
KWEL, Kennewick, Wash.
- CLARK, RAY**
WOW-TV News
WOW-TV, Omaha, Neb.
- CLEARY, J. M.**
WESB, Bradford, Pa.
- CLOS, JEAN H., JR.**
Clos Look at the News
WKLO, Louisville, Ky.
- CLUTE, JOHN**
WIRY Reporter
WIRY, Plattsburg, N. Y.
- COCHRAN, RON**
WCOP, Boston, Mass.
- COGGINS, JAMES F.**
Carolina Reporter
WKDK, Newberry, S. C.
- COLLINGWOOD, CHARLES**
CBS-TV
- COLLINS, WAYNE**
Universal Reporters
KGMB, Honolulu, T. H.
- COMBS, GEORGE HAMILTON, JR.**
WMGM, New York, N. Y.
- CONWAY, RAY**
Conway Views the News
KTHT, Houston, Tex.
- CONDON, GLENN**
Condon & the News
KRMG, Tulsa, Okla.
- CONNALLY, JOHN**
District Digest
WRC, Washington, D. C.
- CONNER, GEORGE**
Man Next Door
KVAN, Vancouver, Wash.
- CONRAD, BOB**
KIND, Independence, Kansas
- COOKE, DWIGHT**
People's Platform, Cross Section USA
CBS-TV
- CORBETT, JIM**
News of Flint
WFDF, Flint, Mich.
- COSTELLO, BILL**
CBS
- COSTELLO, ED**
World at a Glance
KOSA, Odessa, Tex.
- COWAN, COLEY**
WSON, Henderson, Ky.
- COWAN, HOWARD**
Howard Cowan and the News
KTMC, McAlester, Okla.
- CRAIG, GEORGE**
First Edition
KFDX, Wichita Falls, Tex.
- CRANE, BEN**
KXIC, Iowa City, Iowa
- CRIST, JAMES F.**
WFBR, Baltimore, Md.
- CRONKITE, WALTER**
CBS and CBS-TV
- CRONKITE, WALTER**
KTUL, Tulsa, Okla.
- CRONKITE, WALTER**
Top of the News
WTOP-TV, Washington, D. C.



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.

Thanks to all . . .
For helping me to observe
my 20 years in radio.

**LOUELLA
PARSONS**

ABC
Network

EVERY SUNDAY
9:15 P. M., EST.
6:15 P. M., PST.

The Andrew Jergens Co., sponsor

News Commentators—Radio-Television

CROOKS, BILL
WPMJ, Youngstown, Ohio

CRUTCHLEY, W. F.
News Highlights
WPAQ, Mt. Airy, N. C.

CURTIS, FRANK
Dateline Ohio Valley
WTRE, Bellville, Ohio

— D —

DABECCO, HENRY
WJAS, Pittsburgh, Pa.

DALE, ALLAN
KLRV, Edinburg, Tex.
Local News

DALTON, FRANK
KTW, Seattle, Wash.

DALTON, KENNETH G.
590 Commentator
WJET, Brockton, Mass.

DAVIS, BOB
The World Today
KRKL, Kirkland, Wash.

DAVIS, ELMER
ABC

DAVIS, GARY
Noon News Review
WNTR, High Point, N. C.

DAVIS, JACK
Evening News Consumers
News
WKOW, Madison, Wis.

DAVIS, REX
KMOX World News
KMOX, St. Louis, Mo.

DAVIS, L., ROBERTS
KSWI, Council Bluffs, Iowa

DAVIS, WILLIAM J.
World News
WFGJ, Quincy Springs, N. C.

DAV, CHARLES
News Editor
WGAR, Cleveland, Ohio

DEBNAM, W. E.
Debnam Views the News
WPTF, Raleigh, N. C.

DEEGAN, JOHNSA
WHUM, Reading, Pa.

DEMERJIAN, HAEG
WKBS, Oyster Bay, N. Y.

DEWARE, COL.
Views the War
WVAD-TV, Fort Worth, Tex.

DILL, GLEN
Independent News
KLPM, Minot, North Dakota

DINNEN, JOSEPH F.
WBMS, Boston, Mass.

DITZELL, BILL
WWSO, Springfield, Ohio

DIXON, FRED
Behind the Headlines
WSOB, Charlotte, N. C.

DIXON, STANLEY
Stanley Dixon Views the News
WMOH, Hamilton, Ohio

DIZNEY, RUFUS
WUPF, Corbin, Ky.

DOLAN, FRANK
WKOP, Spartanburg, N. Y.

DONAHUE, JOE
WVFC, Waterbury, Conn.

DONAHUE, TOM
Newsweek of the Air
WIBB, Philadelphia, Pa.

DOOLITTLE, LEW
As I See It, It Happened Last
Week
WHGB, Harrisburg, Pa.

DORON, TOM
Specialist News
WCOV, Montgomery, Ala.

DOUGLASS, COOTER
Morning News
WCNT, Creston, Fla.

DREW, BOB, JR.
WJHP, Jacksonville, Fla.

DROWNING, CARL
Olympic Reports
KGY, Olympia, Wash.

DOWNS, BILL
CBS

DOWTY, KEN
All the News

DRAKE, JACK
KSWO, Lawton, Okla.

DREW, A. L.
Six Fifteen Roundup
WCFE, Roanoke Rapids, N. C.

DUFFLEY, CHUCK
Headlines in News & Sports
WMBR, Manchester, New
Hampshire

DUNBAR, DR. WILLIS F.
WJFF, Grand Rapids, Mich.

DUNBAR, DR. WILLIS F.
WKZO, Kalamazoo, Mich.

— E —

EBEL, WALTER M.
News & Views
KWFQ, Hot Springs, Ark.

EDWARDS, CURT
Dinner News
WTV, Minneapolis, Minn.

EDWARDS, DOUGLAS
B July 14, 1917, Ada, Okla.
CBS-TV News; Wendy Warren
and the News, CBS, CBS Views
the Press, WCBS

EDWARDS, JOHN
ABC

EDWARDS, LEE
WBNS-TV, Columbus, O.

EID, LEIF
WRT, Washington, D. C.

ELDON, POLLY
Polly's Patter
WSTP, Salisbury, N. C.

ELIAS, ROBERT
KWWL, Waterloo, Iowa

EMMER, GEORGE C.
KSPM, Moses Lake, Wis.

ERK, E. CHRISTY
Survey of the News
WBRY, Waterbury, Conn.

EVANS, KEN
WADD, Washington, D. C.

EVANS, WICK
WQZ, Decatur, Ill.

— F —

FABELO, RUBEN
Spanish News
WAT, Tampa, Fla.

FACENDA, JOHN
11:30 Edition, Night Extra
WIP, Philadelphia, Pa.

FABENSTOCK, P. D.
Kiwanis Record Report
WXRK, Buffalo - Kiwanis,
N. Y.

FABEA, JOHN
KGA, Spokane, Wash.

FALGE, O. J.
O. J. Falge News
WLDY, Lehigh Valley, Wis.

FALK, L. EDWIN
News Editor
KWWL, Waterloo, Iowa

FARMER, JOHN
Own Program
KFEM, Kansas City, Mo.

FARMER, JOHN
KMBC, Kansas City, Mo.

FARRAR, JACK
Magice Valley Agriculture
KTFL, Twin Falls, Idaho

FELSHER, ARNOLD
WBVP, Beaver Falls, Pa.

FERVANDOU, DON
WALB, Albany, Ga.

FINNEY, FRED
6 p.m. Local News
KTUC, Tucson, Ariz.

FISHER, D. A.
KRAL, Rawlins, Wyoming

FISHER, JERRY
KGBS, Harlingen, Tex.

FISHER, BENNETT
Columnist Write
WPAT, Paterson, N. J.

FITZGERALD, EDWARD
Today in New Hampshire
WAMR, Manchester, New
Hampshire

FITZGERALD, JOHN
Who's News
WXEL, Cleveland, O.

FLACK, MILTON R.
WKBS, Oyster Bay, N. Y.

FLEMING, TOM
Local News
WSPA, Spartanburg, S. C.

FLETCHER, THOMAS
World News
WHK, Cleveland, Ohio

FLANN, ARTHUR
Round The Town
WLAJ, Lawrence, Mass.

FLYNN, PAT
News Commentary
KLYN, Amarillo, Texas

FOLGER, BILL
Noon News and 6:15 p.m.
News
WJSH, Indianapolis, Ind.

FORRIS, GILBERT
Highlights at High Noon
WFBM, Indianapolis, Ind.

FORD, CLAYTON
Commentary
WOKZ, Alton, Ill.

FORD, JOHN
WFCN, Minneapolis, Minn.

FORREST, WILLIAM
One Man's Opinion
WGNV, Newburgh, N. Y.

FOSTER, HOMER
WSOO, San 1 Ste. Marie, Mich.

FOWLER, WILLIAM
WERD, Atlanta, Ga.

FOX, BILL
WPTW, Piqua, Ohio

FOX, GARFIELD L.
PB News
KROX, Crookston, Minn.

FOX, JOHN
Haw and World Today
KHON, Honolulu, T. H.

FRANK, BILL
Around the Town
WLM, Wilmington, Del.

FRANK, ROBERT
News in Pictures
WQTV, Davenport, Ia.

FRANK, ROBERT
8:00 News
WOC, Davenport, Iowa

FRANKLIN, ALLEN
WREN, Topeka, Kansas

FRANKLIN, BOB
News at Thirty
KFSN, San Francisco, Cal.

FRANCE, MARTIN
WAEI, Allentown, Pa.

FRANKLIN, JOHN
News Analyst
KYW, Philadelphia, Pa.

News Commentators—Radio-Television

FRASER, GORDON

News, WJZ; UN Correspondent, WJZ-ABC; Security Council & Assembly, ABC-WJZ; UN Highlights (Daily), ABC; TV News—War Tonite 7 p.m., ABC-TV

FRASER, GORDON

ABC
FREEMAN, CLAUDE E.
 Noon Day News
 WMRC, Greenville, S. C.
FRENETTE, OSCAR
 WSOO, Sault Ste. Marie, Mich.
FROGGE, JOHN
 WGBB, Freeport, L. I.
FROMME, GALEN
 WBAL, Baltimore, Md.
FURNISS, WALTER
 Walter Furniss-News
 WCOL, Columbus, Ohio

— G —

GADBERRY, BOB

News This Morning
 KFBI, Wichita, Kansas

GAINES, PHIL

WHOO, Orlando, Fla.
GALLIFORD, GEN. W. T. H.
 World News Round Up
 WLOW, Norfolk, Va.

GAMBLER, BOB

KFOR, Lincoln, Nebr.
GAIMACK, GORDON
 KRNT, Des Moines, Iowa

GAMMELL, SERENO

WTHT, Hartford, Conn.

GARRED, BOB

Bob Garred News
 KECA, Los Angeles, Calif.

GARRETSON, JOSEPH

Joseph Garretson
 WSAI, Cincinnati, Ohio

GARRISON, JOHN

Noon News
 WFUN, Huntsville, Ala.

GAVITT, DICK

KANS, Wichita, Kansas

GAYMAN, L. VAUGHN

Roshek News
 WKBB, Dubuque, Iowa

GIANARIS, HARRY

WTMA, Charleston, S. C.
GILREATH, H. C.
 WYOP, Vidalia, Ga.

GINGELL, GEORGE

State of the Nation
 WRBL, Columbus, Ga.

GIYNEY, JOHN J.

Legislative Reporter
 WTRY, Troy, N. Y.

GLADDING, AL

York Journal of the Air
 WNOW, York, Pa.

GLAUSSSEN, GENE

News Director
 KXIC, Iowa City, Iowa

GODDARD, DON

Shell News
 WNBT, New York, N. Y.

GODWIN, EARL

WRC, Washington, D. C.

GOERCH, CARL

Carolina Chats
 WPTF, Raleigh, N. C.

GOLDSMITH, RALPH

Rusk County News
 WLDY, Ladysmith, Wis.

GOODE, MIKE J.

People's Lobby
 WNHC, New Haven, Conn.

GOODLETTE, DICK

Sports Column of the Air
 WKIC, Hazard, Ky.

GOODWIN, GLENN

Newscafter
 KSO, Des Moines, Iowa

GORDON, WILLIAM E.

Commentary On the News
 WNAW, North Adams, Mass.

GOULD, LESTER L.

WJNC, Jacksonville, N. C.

GOULD, JOHN

What Do You Think
 WLAM, Lewiston - Auburn, Me.

GAULD, RALPH

News Director
 KXEO, Mexico, Mo.

GOW, GEORGE

KANS, Wichita, Kans.

GRAHAM, WALTER

WBML, Macon, Ga.

GRANT, PETER

J City Final
 WLW-T, Cincinnati, O.

GRANT, TAYLOR

ABC

GRAY, W. CHARLES

Community News
 WHEB, Portsmouth, New Hampshire

GREEN, H. E.

News & Interviews
 KFKA, Greeley, Col.

GREEN, MORT

It Happened
 WFGN, Gaffney, S. C.



WALTER KIERNAN

“ONE MAN’S OPINION”

ABC

For PHILIP MORRIS



GORDON FRASER

ABC

ABC-TV

WJZ-TV

News Commentators—Radio-Television

GRIER, HARRY
World Headlines
KATL, Houston, Tex.
GRIFFITH, BILL
Own Program
KFRM, Kansas City, Mo.
GRIFFIN, MICHAEL
WBAY, Green Bay, Wis.
GRILLO, HERMINIO TORRES
International Commentary
WJYP, Capri, P. R.
GRIM, GEORGE
WCCO, Minneapolis, Minn.
GRUMMERT, MIL
Views With Grammert
KRRR, McCook, Neb.
GUINASSO, JOHN J.
Community News
WSEF, Springfield, Mass.
GURNEE, LESLIE
Feature Page
KMNS, San Luis Obispo, Cal.

— H —

HADLEY, DOUG
Official Answer
WVAR, Norristown, Pa.
HAGEMAN, HAROLD
WABC, Akron, Ohio
HAGEMAN, RICHARD
Times-Star News
WKRC-TV, Cincinnati, Ohio
HAGGARD, HAP
KYNO, Fresno, Cal.
HAINLINE, JOSEPH
WJR, Detroit, Mich.
HALL, EARLE
One Man's Opinion
KGLO, Mason City, Iowa
HALL, ERNIE
KEYL, San Antonio, Tex.
HALL, DR. M.
Between The Lines
WWSY, Wooster, Ohio
HALLARD, O. C., JR.
WYLK, Lexington-Versailles
Ky.
HAMILTON, KEN
WELQ, Harrisburg, Ill.
HAMILAN, ED
Richfield News
WMS, Uniontown, Pa.
HANSON, PETE
WIZE, Springfield, Ohio
HARDY, OTIS
WPAT, Ann Arbor, Mich.
HARDWAY, JOHN
Home Town Reporter
KVRB, Rock Springs, Wyo.
HARLESS, L. DANIEL
630 Edition
WSAV, Savannah, Ga.
HARLOW, PHIL
KTRH, Houston, Tex.
HARTER, AMES L.
WJPM, Martinsburg, W. Va.
HARRIS, GUY
Evening Edition
WJMB, Brookhaven, Miss.
HARRISON, WALTER M.
Skipper's Daybook
KTOW, Oklahoma City, Okla.
HART, DON
Morning Dispatch
WSSJ, Bridgeton, New Jersey
HARTER, DR. LINCOLN
Lincoln Reporter, JD No. 1
WPWA, Chester, Pa.
HARTLEY, HOWARD
Hitting the Headlines
WTAN, Clearwater, Fla.
HARVEY, PAUL
Paul Harvey News
WENR-TV, Chicago, Ill.

HECKMAN, FRED
WFLA, Wilmington, Del.
HARTLEY, KEN
WIB, Kansas City, Mo.
HARTMAN, FRED
Baytown News
KREL, Baytown, Texas
HARVEY, PAUL
ABC
HAWKINS, JACK
Home Town News
KH N, Pecos, Tex.
HEALA, GARY
WJBC, Minneapolis, Minn.
HEALEY, JAMES T.
News That's Different
WOKO, Albany, N. Y.
HEFTER, ROBERT
Farm Bureau Inc.
WWSY, Wooster, Ohio
HEMINGWAY, FRANK
Noonday with Hemingway
KFTV, Los Angeles, Calif.
HENRIX, CLIFF
KNSI, Pueblo, Col.
HENRY, DICK
WOOD, Grand Rapids, Mich.
HENSON, RUSSELL
WTTT, Corbin, Ky.
HENTON, EARL
Ten O'Clock News Arrowhead
News Roundup; Standard Oil
News & Sports
WBRX, Duluth, Minn.
HERMAN, GEORGE
CBS
HERRIN, ROBERT S.
Behind the World News
KIBX, Karksville, Mo.
HESS, CLYDE
WTAG, Worcester, Mass.
HIGLEY, LESLIE
International Commentary
WAPA, San Juan, P. R.

HILL, EDWIN C.
Human Side of the News
ABC

HILLEGAS, FRED
WSYR, Syracuse, N. Y.
HINES, LINDLEY
KMOX, St. Louis, Mo.
HINN, MICHAEL
Michael Inn News
WIS, Madison, Wis.
HINSHAW, MOORE FRED
News Editor
WJBC, Muncie, Ind.
HODGE, EDDIE
Behind the Headlines
WTVB, Coldwater, Mich.
HOFF, HOLLIS
KGDH, Pecos Falls, Minn.
HOLDER, B. RANDOLPH
WRFC, Athens, Ga.
HOLLENBACK, DON
CBS, CBS-TV
HOLLAQUIST, HARRY W.
Editor's Digest
KDB, Santa Barbara, Cal.
HOOD, W. P.
Wichita Falls Scene
KFDX, Wichita Falls, Tex.
HOOKER, JOSEPH C.
WGRD, Grand Rapids, Mich.
HOOKER, KENNETH M.
KGLT, Safford, Ariz.
HOOLEY, JACK
WJAM, Rochester, N. Y.
HOTTELET, RICHARD
CBS
HOWARD, BILL
WVTC, Danville, Va.
HOWARD, K. SMITH
CBS

HOWELL, HENRY
WOAI, San Antonio, Tex.
POWER, BOB
KOTV, Tulsa, Okla.
HOWERY, EARLE G.
Report from Korea
WWYO, Pineville, W. Va.
HOY, FRANK S.
What Do You Think
WLAM, Lewiston, Auburn, Me.
HUFF, OSCAR
Oscar Huff Reports
WSAM, Saginaw, Mich.
HUGHES, DR. BERTRAM L.
News with Hughes
KSLW, St. Louis, Mo.
HUGHES, PAUL
Arizona Hi Lights
KTAZ, Phoenix, Ariz.
HUNT, IRWIN
News Director
WLEB, Sandusky, Ohio
HUNT, RAY
Noontime News
KOZO, San Antonio, Tex.
HUNT, TED R.
KROD, El Paso, Tex.
HURLEIGH, ROBERT F.
WGN, Chicago, Ill.
HURLEY, JOE
Milford Edition
WAYZ, New Haven, Conn.

— I —

IDAR, ED
KYAN, Austin, Texas
INCOLLINGE, LARRY
Talk of the Town
WDBW, Bedford, Ind.
IRWIN, R. JOHN
Kookuk's Own
KOKY, Keokuk, Iowa
IZZARD, WESLEY S.
Magnolia News—Analysis
KONC, Amarillo, Texas

— J —

JACKSON, ALAN
CBS and CBS-TV
JAFFEE, TED
WAAM-TV, Baltimore, Md.
JAMES, BILL
KFD, Caldwell, Idaho
JARRELL, W. W.
News Priorities
WKTG, Thomasville, Ga.
JAY, HARRY
WLOK, Lima, O.
JEFFERSON, JOHN
CBS
JENKINS, RON
The Duke Spotlight Reporter
WSOC, Charlotte, N. C.
JESSEE, BLAIR
WLAQ, Rome, Ga.
JOHNSTON, KENNETH
WNBZ, Saranac Lake, N. Y.
JONES, BOB
KTBZ, Shreveport, La.
JONES, DAN
Under the Capitol Dome
KTVI, Frederick, Okla.
JONES, FORREST
Local News
WJRI, Leonor, N. C.
JORGENSEN, FRED
Tomorrow's Headlines
JOY, DICK
B Dec., 1915, Pulmon, Conn.,
Ten O'Clock Wire, CBS; CBS
News Room-Sunday Desk, CBS.
Dick Joy, News
JOYCE, BILL
WJTN, Jamestown, N. Y.

— **K** —

KALBER, LOYD
KMTV, Omaha, Neb.

KALLAY, ED
WAVE, Louisville, Ky.

KAUFMAN, LOUIS L.
WCAE, Pittsburgh, Pa.

KAUFMAN, ROBERT
Local News
WISR, Butler, Pa.

KEA, FRED L.
WBGK, Jesup, Ga.

KEEN, HAROLD
People in the News
KFMB-TV, San Diego, Cal.

KELLY, DON
News Director
KILO, Grand Forks, North Dakota

KELLY, GEORGE
The Editor Speaks
WETB, Johnson City, Tenn.

KELSEY, NORMAN
Kelsey and the News
WINA, Charlottesville, Va.

KENT, GEORGE
Newsreel Theater
WMMW, Meriden, Conn.

KENAN, DAN
KHBG, Okmulgee, Okla.

KENNEDY, JOHN B.
ABC

KERLIN, C. J.
What Goes on Here
WGBF, Evansville, Ind.

KERR, DON
Front Page
WPAT, Paterson, N. J.

KESSLER, DAVID E.
WHAM, Rochester, N. Y.

KESTERKE, D. J.
Noon News Comments
WOSC, Fulton, N. Y.

KETNER, WILL
Blair County News
WVAM, Altoona, Pa.

KIERMAN, WALTER
One Man's Opinion
ABC

KIERSEY, AL
News Hilltes
WIVY, Jacksonville, Fla.

KILLIAN, JIM
WAAM-TV, Baltimore, Md.

KILLICK, L. F.
News Editor
WCAX, Burlington, Vermont

KING, JEAN PAUL
KALL, Salt Lake City, Utah

KINGSLEY, PAUL
WKAT, Miami Beach, Fla.

KIRBY, BOB
WLAV-TV, Grand Rapids, Mich.

KIRBY, JIMMY
WKAX, Birmingham, Ala.

KIRKPATRICK, FRANK
As I See It
WMAW, Milwaukee, Wis.

KLECKNER, 'DOC'
KPRB, Fairbanks, Alaska

KLINE, ERNIE
WBVP, Beaver Falls, Pa.

KNELL, JACK
WBT, Charlotte, N. C.

KOHLER, DICK
8:10 News Commentary
KCOL, Ft. Collins, Col.

KOUSER, BILL
News Editor
WMLD, Atlantic City, N. J.

KRAFT, RANDY
RCA Victor Television Newsreel
WPIL-TV, Philadelphia, Pa.

KREGLOH, HUBERT W.
WSPR, Springfield, Mass.

— **L** —

LaBORDE, ADRAS
News In French
KALB, Alexandria, La.

LACKEY, HECHT S.
WSON, Henderson, Ky.

LACKEY, MARY ALICE
KOGT, Orange, Tex.

LAND, ALLAN
WHIZ, Zanesville, Ohio

LANDIS, MEAD
Evening News Reporter
WSNJ, Bridgeton, N. J.

LA PLANTE, J. OMER
WIRY Reporter
WIRY, Plattsburg, N. Y.

LASUEUR, LARRY
CBS

LAWSON, RALPH
Between the Lines
WBHF, Benton Harbor, Mich.

LEE, BILL
Hometown News
KVKM, Monahans, Tex.

LEE, HARRY
WCBA, Corning, N. Y.

LEE, LYLE
Local News Editor
WLOK, Lima, O.



DOUGLAS EDWARDS
News Reporter
CBS

AM

TV

EDWIN C. HILL

"Human Side of the News"

News Commentators—Radio-Television

LEE, MELVIN C.
Behind the News
WCLD, Cleveland, Miss.

LEE, STAN
Stan Lee News
WEAM, Arlington, Virginia

LE MIRE, FRED
KOGT, Orange, Tex.

LETTIS, BOB
KNBC, San Francisco, Cal.

LEWIN, RICHMAN
Food Reporter
KTRE, Lufkin, Tex.

LEWIS, ERYAINE
News
WLS, Chicago, Ill.

LIVINGSTON, GILBERT
News Headlines
WAVE-TV, Louisville, Ky.

LOFTON, JOHN
Headlines and News of the World
WOKZ, Orlando, Fla.

LOHMAN, P. H.
Economists Views The News
WJOY, Burlington, Vermont

LONG, CHET
Looking with Long
WBNS, Columbus, O.

LONG, PAUL
KDKA, Pittsburgh, Pa.

LONG, STUART
KYXX, Austin, Texas

LOPHER, Z. DR.
Jewish Radio Guild
WGNB, Chicago, Ill.

LOTGHANAE, DON
KOWL, Omaha, Neb.

LOWE, KEN
KNOR, Norman, Okla.

LUKINS, HARRY
Late News Highlights
WAVE-TV, Louisville, Ky.

LYLE, BOB
WLS, Chicago, Ill.
Perrin, Apr. 5, March, No. 3

LANN, ARTHUR N.
WDLB, Marshfield, Wis.

LAON, LEONARD R.
Westex Reporter
KTUX, Big Spring, Texas

— Me —

McARTHUR, CHARLES F.
WNBC, New York, N. Y.

McARTY, JESSIE S.
Community News
KDET, Center, Texas

McARTHUR, TOM
WRIC, Cincinnati, Ohio

McCOY, BOB
ROB-TV, Albuquerque, N. M.

McCLEN, CHARLES
KRNT, Des Moines, Iowa

McCLURE, JOHN
Auburn News
WGOV, Montgomery, Ala.

McCUNE, DON
Pipe Dreams
KPAR, Fairbanks, Alaska

McDONALD, DR.
Mt. Average Opinion
WBBR, Lebanon, Pa.

McDONALD, IRVING T.
More Light on the News
WEEI, Boston, Mass.

McENANEY, JAMES
Local News
WNLC, New London, Conn.

MacFARLANE, IAN ROSS
Ian & I
WCBM, Baltimore, Md.

McGAYREN, DONALD S.
News Analyst
WEDO, McKeesport, Pa.

McGOVERN, DAN
McGovern's Radio Column
KXRN, Renton, Washington

McKIBBEN, BILL
The Local Scene
WACR, Kiltanning, Pa.

McKINNON, BOB
News at Seven
WRPS, Alexander City, Ala.

McLEAN, JACK
World News Today
WJPS, Evansville, Ind.

McMURFRE, BURT
It Seems To Me
KMO, Tacoma, Wash.

— M —

MALDONADO, JUAN
WUAC, San Juan, P. R.

MALONE, TED
B, May 18, 1908; The Ted Malone Show, ABC; Europe Today, ABC-TV; Holiday Overseas, ABC-TV; Crossroads, ABC; It's Your Business, ABC; Freedom Flight, ABC-TV.

MARPHET, DICK
Behind the Headlines
RECK, Odessa, Tex.

MAPLES, FRANKLIN GRADY
Word's-Eye View of the World-Wide News
KTNM, Tucuman, N. M.

MARLES, JERRY
WCBM, Baltimore, Md.

MARR, DALE
WKMH, Dearborn, Mich.

MARSHALL, GENE
WBGE, Atlanta, Ga.

MARSHALL, S. L. A.
WWJ, Detroit, Mich.

MARTIN, DON
WHUC, Dhaca, N. Y.

MARTIN, GEORGE, JR.
KPTV, Television News-trend
KFTV, Los Angeles, Calif.

MARTIN, JIM
News-caster
WGAR, Cleveland, Ohio

MARTIN, LUTHER W.
News Behind the News
KPTR, Rolla, Mo.

MARTIN, MACK
RHO, Bingley, Idaho.

MARTIN, N. R.
WENC, Fayetteville, N. C.

MARTIN, ROBERT
CBS

MASCHNEIDER, HOWARD
News Interpretation
WPTB, Albany, N. Y.

MASSEY, JIM
WJHP, Jacksonville, Fla.

MATERS, JOHN
WJHM, Lansing, Mich.

MATTSO N, BOB
WHLB, Virginia, Minn.

MELL, DEAN
KXOC, Chgo, Cal.

MELTON, ORRIN
KSOO, Sioux Falls, S. D.

METCALFE, BERT
KRIO, McAllen, Tex.

MEXNERS, J. ARNALDO
World Comment
WAPA, San Juan, P. R.

MICHAELS, PATRICK F.
Local News
KELP, El Paso, Tex.

MILES, WATT
Local News Roundup
WDVA, Danville, Va.

MILLER, KEN
News & Views
KVOO, Tulsa, Okla.

MULLER, RON
The News Picture
WSAZ-TV, Huntington, 18, W Va.

MITCHELL, N. P.
Noonday Notes
WBCB, Greenville, S. C.

MITTEN, WILLIAM
It's A Fact
WTCM, Lawrence, Mass.

MONROE, HANK
Empire State News, 6 p.m. News, 12 Midnight News
WENT, Gloversville, N. Y.

MONTAINE, MONTY
Monty at the Mike
WIOD, Miami, Fla.

MONTGOMERY, ROBERT
ABC

MOORE, RAY
Behind the Headlines
WETB, Johnson City, Tenn.

MOKEY, BOB
KNEM, Nevada, Mo.

MORGAN, JOHN I.
Farm News
WHED, Washington, N. C.

MORGAN, ROY E.
Views the News
WDLK, Wilkes-Barre, Pa.

MORRISON, HERB
KQV, Pittsburgh, Pa.

MOSELEY, WAYNE
WDBG, Durham, Ala.

MOWERY, LEE, JR.
WLAQ, Rome, Ga.

MULLER, MERRILL
KNBC, San Francisco, Cal.

MULLARKEY, TOM
Mullarkey and the News
KLEP, Dallas, Texas

MULLINAN, ED
Sports Panorama
WLAG, LaGrange, Ga.

MUNLAN, HARRY
The Rambler
WIOD, Miami, Fla.

MURDO, JOSE PEREZ
WUAC, San Juan, P. R.

MURPHY, BILL
World News
WCKB, Dunn, N. C.

MURPHY, HUGO
Marlham News
KWEM, West Memphis, Tenn.

MURPHY, JACK
News
KPHO-TV, Phoenix, Ariz.

MURPHY, JIM
Final News of the Day
WRPS, Alexander City, Ala.

MURRAY, DAVE
Midnight News
WLDW-D, Dayton, O.

MURRAY, LOU
Murray Go-Round
WPAM, Pottsville, Pa.

MURROW, EDWARD R.
Here It Now, Edward R. Murrow and the News
CBS

MUTUAL ARTISTS
WASK, Lafayette, Ind.

MUNFIELD, FRED
WABC, Bloomington, Ill.

— N —

NALLAS, FRED
Tomorrow's History
KXVZ, Houston, Tex.

NARYVIG, COL. WM. VAN
11th Hour
WMBM, Miami Beach, Fla.

NASH, JERGEN
KDHL, Fairbault, Minn.

News Commentators—Radio-Television

NATHAN, ROBERT
WHAT, Philadelphia, Pa.

NAUGHTON, CLIFF
KPIX, San Francisco, Cal.

NEAL, ROY
WPTZ, Philadelphia, Pa.

NEIL, JACK
Tomorrow's News Tonight
KTRM, Beaumont, Texas

NEITHAMER, BILL
News Desk, Weather Chart
WOAL-TV, San Antonio, Tex.

NELSON, BOB
WBBZ, Ponca City, Okla.

NELSON, GENE
KFAM, St. Cloud, Minn.
Weber's Noon News

NOGUEIRA, ROBERT
Commentary on the News
KIBL, Beeville, Texas

NORMAN, STAN
What's On in Tucson
KTUC, Tucson, Ariz.

NORQUIST, ROY
KFQD, Anchorage, Alaska

NORTON, J. D.
KNET, Palestine, Tex.



OBERLIN, DICK
Oberlin's Observations
WHAS, Louisville, Ky.

O'BRIEN, LEE
Capital Correspondent
WPTR, Albany, N. Y.

O'BRIEN, PAT
As It Looks From Here
KIUP, Durango, Col.

O'CONNOR, GEORGE
City Desk

WINR, Binghamton, N. Y.

O'CONNOR, LEONARD
WNBQ, Chicago, Ill.

OELAND, ART
Wyoming Philosophy
KOVE, Lander, Wyoming

OETTINGER, ELMER
Tar Heel Side of the News
WNAO, Raleigh, N. C.

OLIPHANT, H. DRUNCON
WGAN, Portland, Me.

ONCKEN, ED
Five Star Edition
KENO, Las Vegas, Nevada

OSGOOD, DICK
WXYZ, Detroit, Mich.

OWEN, DON
First News of the Day
KSMI, Seminole, Okla.



PARKER, C. K.
The Rim of the Pacific
WBRK, Pittsfield, Mass.

PARKER, JACK
Town Crier
WSAM, Saginaw, Mich.

PARKER, LARRY
Parker & the News
KRES, St. Joseph, Mo.

PARR, T. FRANK
News at Noon
WTNJ, Trenton, N. J.

PARSONS, LOUELLA
B. Aug. 6, Freeport, Ill.; educ.
Dixon Coll.; married to Dr.
Harry Watson Martin; with Wil-
liam Randolph Hearst since
1922; Hollywood Reporter, ABC

PAYNE, LARRY
Larry Payne & the News
WABJ, Adrian, Mich.

PEARSON, DREW
ABC

PEDACE, JAMES V.
Around the Town
WICH, Norwich, Conn.

PEPPER, FRANK
WTNT, Tallahassee, Fla.

PETERSON, DREXEL
Program Director
KVFD, Fort Dodge, Iowa

PETERSON, ELMER
It Seems To Me
KNBH, Hollywood, Cal.

PETRALLA, JOHN
Italo-American News
KITO, San Bernardino, Cal.

PETTI, RALPH
Sunday Headline News
WJAS, Pittsburgh, Pa.

PETTY, DICK
Valley News
WAVZ, New Haven, Conn.

PHILLIPS, DAVID L.
Week in Review
WLIP, Kenosha, Wis.

PIERCE, BARTHOL W.
Headlines that make History
KTRB, Modesto, Cal.

PINELL, CLAUDE
KPAC, Pt. Arthur, Tex.

PINGREE, S. T.
WKXL, Concord, New Hamp-
shire


POWELL, R.
Today's News
WAIM, Anderson, S. C.



JOHN TILLMAN
TV NEWS REPORTER

Seen daily by MORE people in the metro-
politan area than any other news reporter.
TOMORROW'S NEWS—Vim Stores.
TELEPIX NEWSREEL—Con Edison.
TELEVIEWS OF THE NEWS—Parlia-
ment Cigarettes.

WPIX



DICK JOY

KNX-CBS News

"DR. KILDARE"—"NANCY DIXON"

News Commentators—Radio-Television

PRATT, BILL
 WERI, Erie, Pa.
PRIBYL, LARRY
 News Director
 KWBE, Bismarck, N. Dakota
PRICE, JIM
 Noontime News
 KENT, Shreveport, La.
PRICE, JOHN
 WMIE, Miami, Fla.
PRIOR, HARRY
 WFIN, St. Petersburg, Fla.
PURNELL, CHARLES
 WLM, Wilmington, Del.

PUTNAM, GEORGE
 Broadway to Hollywood, Headline
 Clues
WABD-TV
PUTNAME, DON
 WBBZ, Ponca City, Okla.

Q

QUINN, MEL
 WBAL-TV, Baltimore, Md.

R

RABER, ALAN D.
 WKAP, Allentown, Pa.
RACERTTA, DAN
 WQI, A. Moline, Ill.
RALEIGH, JOHN
 WCAC, Philadelphia, Pa.
RAMOS, RALPH
 While You Sleep
 KFDM, Beaumont, Texas
RAMOS, ROCELIO
 WFRP, Ponca, P. R.
RANDOLPH, WM.
 Noon News
 WIO, Kokomo, Ind.

RASH, BRAYSON
 WMAL, Washington, D. C.
RAMOND, FRANK
 Frank Raymond Reporting
 KFSM, San Mateo, Cal.
RECTOR, BOB
 Noon News
 KSTL, St. Louis, Mo.
REDFEN, BOB
 Noon News
 WOC, Davenport, Iowa

REEVES, JIM
 WPWA, Chester, Pa.
REGENSBURG, S.
 Jewish Radio Guild
 WSCR, Chicago, Ill.
REINHARDT, FRED
 Morning Journal
 KTPO, San Bernardino, Cal.
REEBIAN, MRS. V. V.
 WFAA, Dallas, Texas

RENICH, RALPH
 Rendez Reporting
 WTVJ, Miami, Fla.
REVELLE, ORVILLE
 News, View & Interviews
 WFTL, Ft. Lauderdale, Fla.

REYNOLDS, CLYTON E.
 WGLY, Bangor, Me.
RICH, DON
 Entertainment
 WMD, Atlantic City, N. J.
RICHMOND, FRANCIS
 Visco News
 WMGW, Mendocino, Pa.

RIDDER, JOHN W.
 Between the Lines
 WOHL, East Liverpool, Ohio
RIDENOUR, GORDON M.
 Ridenour Checks the News
 WELM, Elmira, N. Y.
RIDGEWAY, CHARLES
 WERI, Erie, Pa.

ROBERTS, FRANCIS
 News-caster
 KDBL, Fairbank, Minn.

ROBERTS, DAVID
 Twilight News
 WRFV, Rochester, N. Y.
ROBERTSON, JIM
 WJAV-TV, Grand Rapids,
 Mich.

ROBINSON, BOB
 News, Weather & Sports
 WJBY, Jattiesburg, Miss.
ROBINSON, CALVIN
 WYOD, Lynchburg, Va.
ROBINSON, MAJOR GEORGE
 Major Robinson and the News
 WSPN, St. Petersburg, Fla.

ROBY, MAX
 The World Thought
 KSL-TV, Salt Lake, Utah
ROMANO, TOM
 WNHU-TV, New Haven, Conn.

ROSS, BOB
 News
 WKDN, Camden, N. J.
ROSS, JACK
 Your Esso Reporter
 WHAM, Rochester, N. Y.
GEORGE ROVE NEWS
 WJCF, Panama City, Fla.

RAVN, NED
 Ned Ryan and the News
 WHPN, Saratoga, N. Y.
RUNAON, BOB
 Runyon Reporting and the
 News
 WOOB, Grand Rapids, Mich.

RUSSELL, DAVE
 Noon News, Gladoli News
 KFDM, Beaumont, Texas

S

SAGUE, S. R.
 12:35 p.m. & 6:30 News
 WSRB, Cleveland, Ohio
SARGAIN, DENNIS
 WADG, Washington, D. C.
SAVAGE, BOB
 Savage Sees the News
 KGB, Galveston, Tex.

SAWHILL, ROBERT
 Local News
 WSY, Peck, Ill.
SAWAER, TED
 Today's Headlines
 WONE, Keene, New Hamp-
 shire

SCHAEFFER, MARTIN
 WSON, Henderson, Ky.
SCHERER, RAY
 WRF, Washington, D. C.
SCHUMANN, VERNE
 WKRC, Cincinnati, Ohio
SCHNEIDER, RAYMOND E.
 WWSW, Pittsburgh, Pa.

SCHOENBURN, DAVID
 CBS
SCHWEER, ROLAND
 KRHO, McAllen, Tex.
SCOTT, ELMER P.
 WFAA, Dallas, Texas

SCOTT, HUGH
 Gwiltz Commentary
 KELS, Longview-Kelso, Wash.
SELBY, PRICE
 WPGA, Rome, Ga.
SEA KRUID, ERIC
 CBS

SEXTON, JESSE R.
 News of Tomorrow
 KALB, Alexandria, La.
SHADEL, WILLARD
 CBS

SHAND, JOHN
 WTVR, Richmond, Va.
SHARP, MOREY
 World News
 KTLN, Denver, Col.

SHAW, CHARLES
 WCAL, Inc.
 Philadelphia 3 P.
SHAW, GORDON
 WQAM, Miami, Fla.

SHIELL, TED
 Ted Shiell—News
 WOOZ, Columbus, Ohio
SHERWOOD, DON
 News
 WIMA, Lima, Ohio

SHINN, JUNAUC
 Report to the Valley
 KULX, Twin Falls, Ida.
SHORE, EUGENE
 Local News
 WHN, Huntington, Pa.

SHIPLEY, ROBERT
 630 Edition
 WSAV, Savannah, Ga.
SHRINER, TED
 KTJS, Hobart, Okla.

SLATER, BILL
 (See Artists)

SLOSSON, PRESTON
 WWJ, Detroit, Mich.
SMITH, BORDEN
 WHUC, Ithaca, N. Y.
SMITH, CHEP
 Morning Bulletin
 WDOV, Dover, Del.

SMITH, COURTNEY
 Courtney Smith & the News
 WEOA, Evansville, Ind.
SMITH, DAVE
 Noon & Evening News
 WTOM, Bloomington, Ind.

SMITH, DAVENPORT
 WBRCTV, Birmingham, Ala.
SMITH, DICK
 WIBB, Kansas City, Mo.
SMITH, ERLE
 KMBZ, Kansas City, Mo.
SMITH, ROLLIE
 WEOF, Lorrain-Elyria, O.

SMITH, LEE
 WXYZ, Detroit, Mich.
SNELL, DAVID
 WOR, New York, N. Y.
SNADER, G. GILBERT
 De Wimmerhaus
 WEEU, Reading, Pa.

SOKOLSKY, GEORGE
 ABC
SPRINGROVE, BILL
 5 O'Clock News
 KPCA, Los Angeles, Calif.

SPINELLI, MARC
 Sinclair News
 KMNS, San Luis Obispo, Cal.
SPRAGG, GRAYDON II.
 News Around the Country
 WHAI, Greenfield, Mass.

SPRINKLE, ART
 Special Events & News
 KPHO-TV, Phoenix, Ariz.
STADLER, GLEN
 KERG, Eugene, Ore.

STAMPS, WELDON
 7-15 Edition
 KPSA, Ft. Smith, Ark.
STEWART, BILL
 WPRC, Minneapolis, Minn.

STEWART, MURRAY
 K-900, Sioux Falls, S. D.
SULLIVAN, FLOYD M.
 Ghost in the Garret
 KWTO, Springfield, Mo.
SULLIVAN, PAUL
 KALL, Salt Lake City, Utah
SUMPE, RUSS
 Late News Summary
 WBRY, Waterbury, Conn.

STURM, DEAN
Sturm & the News
WHTN, Huntington, W. Va.

SWANSON, HARVEY
For the Intelligent Citizen
WLAN, Lancaster, Pa.

SWAYZE, JOHN CAMERON
B. April 4, 1906, Wichita, Kans.
Camel News Caravan, Who Said That?
NBC-TV

SWIFT, JACK E.
KDKA, Pittsburgh, Pa.

— T —

TAINTER, ERIC
News Editor
KCKN, Kansas City, Mo.

TALLEY, PINKIE
WRGA, Rome, Ga.

TAYLOR, PAUL
Newsman
KYW, Philadelphia, Pa.

TEAGUE, W. C.
WMC, Memphis, Tenn.

TIEMPLE, AL
Day in Review
WKCT, Bowling Green, Ky.

TERRY, BOB
Hunting & Fishing
KSTL, St. Louis, Mo.

TERRY, JOHN
Five Star Final
WTNS, Coshocton, Ohio

TERWEY, TYS
WMPB, Memphis, Tenn.

THACKER, JIM
WSON, Henderson, Ky.

THAIN, JIM
Eagle Speaks
KWNW, Wenatchee, Wash.

THEERINGER, GEORGE
News & Views
WRBL, Columbus, Ga.

THOMAS, LOWELL
CBS

THOMAS, LYNN
Security News
Brawley, Cal.

THOMAS, WARREN
The Bedford Story
WBW, Bedford, Ind.

THOMAS, W. J.
News & Comment
WCPA, Clearfield, Pa.

THOMPSON, BUD
KFYO, Lubbock, Tex.

THOMPSON, DICK
Background To The News
WMOU, Berlin, New Hampshire

THOMPSON, JIMMY
Local News
WJLL, Niagara Falls, N. Y.

THOMPSON, RAY
Reporter's Notebook
KROC, Rochester, Minn.

THORGERSEN, ED
Televiws of the News
WPIX, New York, N. Y.

THORNLEY, HENRY
Sacramento Valley News
KROY, Sacramento, Cal.

TILLMAN, JOHN
B. Nov. 13, 1916, Clio, Ala.
Tomorrow's News, Telex Newsreel, Televiws of the News,
WPIX

TITCHENER, DOROTHY
WENE, Binghamton - Endicott, N. Y.

TOBIN, RICHARD L.
History in the Making
WOR, New York

TURNER, ULMO
Pix of the News
WBKB, Chicago, Ill.

— U —

UEBELHART, JAMES
News Roundup
WSPD, Toledo, Ohio

UTLEY, CLIFTON
WNBQ, Chicago, Ill.

— V —

VACCA, JOHN
Between the Lines
KOSA, Odessa, Tex.

VADEBONCOEUR, E. R.
WSYR, Syracuse, N. Y.

VERNON, MAC
Texaco News
KVER, Albuquerque, N. M.

VIOSELA, PERCY
Campfire Chats
WJMR, New Orleans, La.

VON BERGEN, JOHN
John Von Bergen & The News
WARM, Seranton, Pa.

VON TOBEL, PHILIP
WATR, Waterbury, Conn.

VOORHIES, JACK
Local News
WLAY, Muscle Shoals, Ala.

— W —

WADDELL, KEN
Basin Edition
KWEI, Kennewick, Wash.

WALLACE, EDWARD
WTAM, Cleveland, Ohio

WALLACE, EDWARD R.
WNBK, Cleveland, O.

WALTON, RAY
Newsreel of the Air
WIBG, Philadelphia, Pa.

WARNER, W. E.
KFQD, Anchorage, Alaska

WATTS, BILL
Waits Behind the News
WTSP, St. Petersburg, Fla.

WAYNE, MAURIE
News,
KTBS, Shreveport, La.

WEBER, TOM
Late News
WXYZ, Detroit, Mich.

WERNER, STELLA
WBCC, Bethesda, Md.

WERSHBA, JOE
WTOP-TV, Washington, D. C.

WEST, HERB
WEOL, Lorain-Elyria, O.

WHEAT, RAMON
WJEM, Lansing, Mich.

WHEELER, RICHARD
Behind the World News
KCCA, Kilgore, Tex.

WHEELER, ROBERT
WHOL, Allentown, Pa.

WHELAN, OTIS E.
KGLU, Safford, Ariz.

WHITE, DONALD
Local News Page
WHOK, Lancaster, Ohio

WHITE, HYLAND
Looking to the News, News with the Human Touch
WLBR, Lebanon, Pa.

WHITE, JACK
WJR, Detroit, Mich.

WHITE, TOM
WBAI-TV, Baltimore, Md.

WILEY, E. VICTOR
Tri-Country Comment
WWSC, Glens Falls, N. Y.

WILKERSON WALTER F.
World News
WKLY Blackstone, Va.

WILLIAMS, AUSTIN
WOAI, San Antonio Tex.

WILLIAMS, CARL
Newsreel Theater
WMMW, Meriden, Conn.

WILLIAMS, DOC.
WADC, Akron, Ohio

WILLIAMSON, HADLEY
Eyes of Iredell
WSIC, Statesville, N. C.

WILLIS, ALAN R.
WORD, Spartanburg, S. C.

WILSON, BOB
Savarin News
WNBT, New York, N. Y.

WILSON, BOB
KWYO, Sheridan, Wyo.

WILSON, GEORGE H., JR.
Man About Town
WSTV, Steubenville, Ohio

WILSON, JIMMY
WALT, Tampa, Fla.

WILSON, KEN
WGST, Atlanta, Ga.

WILSON, PHIL
Hometown News
WIRL, Peoria, Ill.

WILSON, RAYMOND A.
Voice of the News, Farm Market Reports
KSBW, Salinas, Cal

WINCHELL, WALTER
ABC

WINTER, ERIC
Behind Today's Headlines
WLAN, Lancaster, Pa.

WINTER, WILLIAM
KROW, Oakland, Cal.

WINTER, WILLIAM
Wm. Winter Views the News
KPIX, San Francisco, Cal.

WOLF, JAMES ALLEN
Standard Oil Reporter, Final Edition
WSFA, Montgomery, Ala.

WOLFE, HOWARD
8 O'Clock Edition
WKNX, Saginaw, Mich.

WOOD, FRED
WWBZ, Vineland, N. J.

WOODCOCK, GEN. A. W. W.
WBOC, Salisbury, Md.

WORKHOVEN, MERRILL
WOW-TV, Omaha, Neb.

WORSTALL, MARY B.
The Women's Page
WSTV, Steubenville, Ohio

WRIGHT, STERLING W.
WORD, Spartanburg, S. C.

WYNGAARD, JOHN
Madison Report
WJPG, Green Bay, Wis.

— Y —

YOUNG, BOB
Inside, The News
KDMO, Carthage, Mo.

YOUNG, GEORGE
WIBC, Indianapolis, Ind.

YOUNG, LONDON
London Young Speaking
WILS, Lansing, Mich.

— Z —

ZAIMAN, JACK
WDRG, Hartford, Conn.

ZEIGN, JACK
News Editor
WIMG, Dayton, Ohio

ZIEBARTH, E. W.
WCCO, Minneapolis, Minn.



JERRY STRONG

Dean of Washington

Wake-Up Men

W I N X — W R C — W T T G

Disc Jockeys

RADIO AND TELEVISION

—their work during 1950

— A —

ABBOTT, BUD
Abbott Habit
WHAS, Louisville, Ky.

ABBOTT, WARREN W.
Alarm Clock Club
KSMI, Seminole, Okla.

ACREE, JIMMY
WAGF, Dothan, Ala.

ADAMS, BARRY
KHUM, Eureka, Cal.

ADAMS, BILL
Roundup Time
WHOC, Philadelphia, Miss.

ADAMS, CHARLES
WNAV, Annapolis, Md.

ADAMS, DANA W.
Club 600
KTBB, Tyler, Tex.

ADAMS, JOE
KOWL, Santa Monica, Cal.

ADAMS, WABREN
Hillbilly Hits
WIHL, Hammond, La.

AGNEW, TED
Ted Agnews Show
KMPC, Bakersfield, Cal.

AGRELOT, JOSE M.
WIAC, San Juan, P. R.

ALDRIDGE, CHARLIE
Housewife's Serenade
WNAG, Grenada, Mts.

ALFRED, G.
Club 560
KPQ, Wenatchee, Wash.

ALFORD, DICK
Strolling with Alford
KXLR, Little Rock, Ark.

ALLEN, HUGH
WJBP, Augusta, Ga.

ALLBAUGH, (BILL) WILLIAM
KAST, Ames, Iowa

ALLEN, AL
A's Jive 'Til Five
KXLR, Little Rock, Ark.

ALLEN, BOB
Buck Allen's Jamboree
WCOR, Lebanon, Tenn.

ALLEN, FRANK
Variety Matinee
WREN, Topeka, Kansas

ALLEN, JACK
KBKI, Abree, Texas

ALLEN, TERRI
The Terri Allen Show
WPAL, Charleston, S. C.

ALLEN, TOMMY
Variety Store
KOMA, Oklahoma City, Okla.

ALLEN, WAYNE
950 Club
KSEL, Lubbock, Tex.

ALLISON, DANIEL
WCC, Bridgeport, Conn.

ALLISON, JOE
Uncle Joe's Jamboree
WMAK, Nashville, Tenn.

ALTMAN, LEONARD
WSAR, Fall River, Mass.

AMES, DON
Record Rumpus Room
KMPC, Bakersfield, Cal.

ANDERSON, AL
Here Today
WSKI, Montpelier, Vermont

ANDREWS, BOB
Midnight Matinee
WORZ, Orlando, Fla.

ANDERSON, BILL
Friendly Arle
KAKE, Wichita, Kansas

ANDERSON, DON
Sunrise Serenade
KPH & KFH-FM, Wichita, Kansas

ANDERSON, ERNEST
Musical Sports Parade
WDEM, Providence, R. I.

ANDERSON, TOM
Platter Parade
WLDY, Ladysmith, Wis.

ANDREWS, JOHNNY
Johnny Andrews Show
WEEU, Reading, Pa.

ANDREWS, JOHN
Early Risers
WHOT, South Bend, Ind.

ANTHONY, BOB
Tulsa Ballroom
KRMG, Tulsa, Oklahoma

ANTHONY, JOE
WCVS, Springfield, Ill.

ARANZAMENDI, FCO.
Club 910
WPRP, Ponce, P. R.

ARBOGAST
Club 710, The Arbogast Show
WHB, Kansas City, Mo.

ARBUCKLE, BRYANT
Late Date
KVAL, Brownsville, Texas

ARCHER, GRAHAM
Wax Museum
KGW, Portland, Ore.

ARMAND, RAY
WPWA, Chester, Pa.

ARMBRISTER, RANDY
WYVE, Wytheville, Va.

ARMSTRONG, TIMOTHY
KODL, The Dalles, Ore.

ARMSTRONG, JIM
Top of the Morning
WYVE, Wytheville, Va.

ARNOLD, DON
WNAE, Warren, Pa.

ARNOLD, GARY
Turn Table Terrace
WDUN, Gainesville, Ga.

ARTER, MALCUM
Rise & Shine
WKOK, Sunbury, Pa.

ARTHUR, DOUG
Dance and
WIBG, Philadelphia, Pa.

ASHTON, KEITH
KFQD, Anchorage, Alaska

ASKYE, BOB
Time & Tempos
KOLN, Lincoln, Nebr.

ASMAN, BOB
Rise 'n' Shine
WGVA, Geneva, N. Y.

ATKINSON, J. C.
Wake Up With J. C.
WBBQ, Augusta, Ga.

ATWELL, HODARD
Club 840
WYPO, Stroudsburg, Pa.

AUSTIN, BOB
Cornfield Frolics
WPAL, Charleston, S. C.

AYCOCK, BOB
Telephone and Juke Box Requests
WPLI, Jackson, Tenn.

— B —

BACHMAN, ART
WKUL, Cu'ltman, Ala.

BACKMAN, HARVEY
Koffee Klub
KXGN, Glendive, Montana

BACON, BOB
Bacon for Breakfast
WBEU, Wilkes-Barre, Pa.

BACON, NORMAN
Playing Favorites
WOC, Davenport, Iowa

BAER, DICK
Ranchhouse Rhythim
WPIN, St. Petersburg, Fla.

BAERG, ROYCE
Musical Memories
KNEX, McPherson, Kansas

BAILEY, CLIFFORD
Record Show
KSBW, Sa Inas, California

BAILEY, JIM
KPRC, Houston, Tex.

BAILEY, JIM
Wake Up Time
WCEN, Mt. Pleasant, Mich.

BAILEY, TCM
Acme Hope
KPOJ, Portland, Ore.

BAILEY, VIRGINIA
Ginnie's Platter Party
WKLY, Hartwell, Ga.

BAKER, DICK
Ranchhouse Rhythm
WPIN, St. Petersburg, Fla.

BAKER, GORDON
1490 Club
WTXL, S Springfield, Mass.

BAKER, JAMES
Baker's Bandstand
WBIW, Bedford, Ind.

BAKER, TOBY
Music Roll
WELI, New Haven, Conn.

BALCH, FRANK A.
WWSR, St. Albans, Vermont

BALLARD, GEORGE
WJHL, Johnson City, Tenn.

BALLEW, FRANK A.
Hillbilly Roundup, Midday
Melodies
WMNC, Morganton, N. C.

BALTZER, LARRY
Pete's Play
KHUZ, Boger, Texas

BANDY, ROBERT W.
Party Line, Luncheon Serenade
WSPC, Anniston, Ala.

BANKS, JOHN
Western Requestin'
KRDU, Dnuba, Cal.

Disc Jockeys—Radio-Television

- BARAGER, BOB**
Clockwatcher
WRNY, Rochester, N. Y.
- BARBER, ROBERT**
Backward DJ, Tunco
WCFM, Cumberland, Md.
- BARBOUR, GREER**
Whar, Clarksburg, W. Va.
- BARILE, LOU**
Ba 1 of Records
WKAL, Rome, N. Y.
- BARKLEY, RON**
Club 1230
KDES, St. Joseph, Mo.
- BARLOW, JOHN**
Music Especially For You
KUTA, Salt Lake City, Utah
- BARNARD, DALLAS**
KREM, Spokane, Wash.
- BARNETT, HARL G.**
Morning Mixture
KGLI, Safford, Ariz.
- BARRETT, BRUCE**
KPLT, Paris, Tex.
- BARRETT, RICHARD E.**
The Dick Barrett Show
WAYZ, New Haven, Conn.
- BARRETT, RICK**
Rick's Record Room
WTMS, Santa Barbara, Cal.
- BARRICK, JOHN**
WKAY, Glasgow, Ky.
- BARRY, BILL**
Jive To Five
WCOR, Lebanon, Tenn.
- BARRY, GENE**
Disc Jockey
WIMG, Dayton, Ohio
- BARRY, JACK**
You Asked For It
WJOY, Burlington, Vermont
- BARRY KAYE SHOW**
WRAT, Miami Beach, Fla.
- BARTELL, PAUL**
Fox Club
WFOK, Milwaukee, Wis.
- BARTLETT, CURRY**
Pop Melody Time
WAGM, Presque Isle, Me.
- BARTON, HAL**
WTAD, Quincy, Ill.
- BARTON, PHIL**
WHOT's 'Coolin'
WHOT, South Bend, Ind.
- BARUCH, ANDRE**
WNBC, New York, N. Y.
- BASS, GRADY**
Dairyman's Parade
KSFA, Nacogdoches, Tex.
- BASKETT, MILES H.**
Platter Parade
WHTC, Holland, Mich.
- BATCHELDER, JOHN**
Batchelder's Quarters
WRC, Washington, D. C.
- BATEY, HUGH**
Music 'Til Midnight
WPDQ, Jacksonville, Fla.
- BATTISTI, PAUL**
Times for Teeners
KCFH, Cuero, Texas
- BAUER, BILL**
Sacred Request Hour
KQVR, Lodi, Cal.
- BAUER, BILL**
Breakfast Express
WAAP, Chicago, Ill.
- BAXTER, DEL**
The Del Baxter Show
WJPS, Evansville, Ind.
- BAYLY, TRAV**
Trav Bayly Show
KDAL, Duluth, Minn.
- BEACMONT, PERRY**
WLOK, Lima, O.
- BECKER, BILL**
Maulbag Matinee
WGVA, Geneva, N. Y.
- BECKTEL, EARL**
Jersey Jamboree
WSNJ, Bridgeton, N. J.
- BECKWITH, SAM**
KVON, Napa, Cal.
- BEECHAM, SIR THOMAS**
WQXR, New York, N. Y.
- BEECHER, DON**
Midnight Club
WLEU, Erie, Pa.
- BEGUE, JOHN**
Juke-Box Serenade
WTAX, Springfield, Ill.
- BELL, DON**
KRNT, Des Moines, Iowa
- BELLES, RUSSELL**
Speaking of Sports
KMVI, Wailuku Maui, Hawaii
- BENJAMIN, CLYDE**
KTXC, Big Spring, Texas
- BENJIZA, RAFAEL**
WIAQ, San Juan, P. R.
- BENNETT, GENE**
Musical Clock
WIRA, Ft. Pierce, Fla.
- BENNETT, LEN**
WNHC, New Haven, Conn.
- BENNETT, MYRON J.**
M. J. B. Show
KXLW, St. Louis, Mo.
- BENNINGTON, RAY**
Bands of the Lunds
KGW, Portland, Ore.

BARRY GRAY

"WINNER TAKE ALL"
CBS-TV DAILY

WMCA
MIDNITE TILL 3 DAILY
and 7:30 to 8 P.M.
Monday thru Friday

Personal Representative:
BUDDY ALLEN
LEhigh 4-7030

Disc Jockeys—Radio-Television

- BENSON, BOB**
Midday Revue
KYW, Philadelphia, Pa.
- BENSON, HAL**
WMPB, Memphis, Tenn.
- BENSON, JERRY**
Music Out of the West
WGAT, Utica, N. Y.
- BENSON, RICHARD H.**
RFD 630: Wake Up Club
WIRC, Hickory, N. Y.
- BENTLEY, DICK**
Requestfully Yours
KOSF, Nacogdoches, Tex.
- BENTZ, CHARLIE**
WNOR, Norfolk, Va.
- BENUM, ARNOLD**
Benum's Beanery
KITO, San Bernardino, Cal.
- BERG, HAL**
Club Swingtime
WILK, Wilkes-Barre, Pa.
- BERGEN, RON**
Lounge Nite Club of the Air
WAEB, Allentown, Pa.
- BERGESON, CHUCK**
WSOO, Sault Ste. Marie, Mich.
- BERRY, BILL**
WDBO, Orlando, Fla.
- BERRY, LAURENCE**
The Music Man
KPRS, Olathe, Kansas
- BERRY, ROBERT**
Toonerville Tolly
WOTW, Nashua, New Hampshire
- BEUTEL, BOB**
KSO, Des Moines, Iowa
- BESSE, HARRY**
KSWI, Council Bluffs, Iowa
- BEVELAQUA, DON**
What America Is Playing
KXLE, Ellensburg, Wash.
- BEVERLY**
Sunkist Reveille, Revelry with
Beverly
KIST, Santa Barbara, Cal.
- BILL, WILLSE**
Breakfast With BW
WDEM, Providence, R. I.
- BILLS, DICK**
Dick Bills Show
KOB, Albuquerque, N. M.
- BILLINGS, FRANK**
Wax Museum
KGW, Portland, Ore.
- BIRMINGHAM, JOHN J.**
1450 Club
WNBZ, Saranac Lake, N. Y.
- BINFORD, BILL**
Sierra Serenade
KOLQ, Reno, Nevada
- BING, DICK**
Music Makers
WCEN, Mt. Pleasant, Mich.
- BINGHAM, EARL**
Bronco, Bing
KAVR, Havre, Montana
- BINGHAM, PETE**
Hillbilly Humdingers
WJOI, Florence, Ala.
- BIRDSONG, LAWRENCE**
Birdie's Cage
KLTJ, Longview, Tex.
- BISHARA, J**
Juke Box Review, Polka Party
WCBA, Corning, N. Y.
- BITTERMAN, JACK**
Jive, Jam 'n' Jump
WABB, Mobile, Ala.
- BLACK, BERNIE**
For You By Request
WGPA, Bethlehem, Pa.
- BLAGG, BOB**
WDNE, Elkins, W. Va.
- BLAKELY, STEW**
Sunrise Serenade
KBRL, McCook, Nebr.
- BLAINE, LEE**
Swing Shift
WJHP, Jacksonville, Fla.
- BLAIR, LARRY**
Rythmatinee
WTJS, Jackson, Tenn.
- BLANCHARD, LOWELL**
Good Morning Club & Musical
Clock
WNOX, Knoxville, Tenn.
- BLANKENSHIP, NOEL**
WKLV, Blackstone, Va.
- BLECKLEY, W. JOHN**
Boots and Saddles
WJMR, New Orleans, La.
- BLEIGH, JERRY**
Rhythm Ranch & Swing Out
Sweet Music
WPLA, Plant City, Fla.
- BLOCK, MARTIN**
Make Believe Ballroom
WNEW, New York, N. Y.
- BLOSS, BILL**
Jive Time
WPAD, Paducah, Ky.
- BLUM, GEORGE**
Alarm Clock
KORN, Mitchell, S. D.

SERVING THESE SPONSORS

on my morning shows
over

WHAM

NBC—Clear Channel—50,000 watts
ROCHESTER, NEW YORK

Bovril; Neisners; Groves Cold Tablets; Halo; Paramount; Flako; La France; Lilt; Silverdust; Hudson Paper; Chase & Sanborn; Royal Dessert; Loew's; Prell; Kools; Kaiser-Frazer; Motorola; Palmolive; Fitch; Kasco; P & G; Drene; Dodge; RKO; Chrysler; Shinola; Camels; Birdseye; Duffs; Jelke; Inhiston; Vel; and 53 others!



and now, in '51 . . . "YOUR BEST BET" . . . for BOND CLOTHES
a new quiz show, bdcast from the Paramount Theatre in Rochester

MORT NUSBAUM

Disc Jockeys—Radio-Television

- BJERKE, WALT**
KRRG Mount Vernon, Wash
- BOAL, ALAN**
Variety Unlimited
WBVP Beaver Falls, Pa
- BOAKDMAN, FRANK**
KSWQ Lawton Okla
- BOB, UNCLE**
Dinner Bell Get Together
WJMW Athens Ala
- BOBNEK, GEORGE**
Melody Mill
WRFD Worthington Ohio
- BGGDEN, HILARY**
Com's Seven
WTAS Pittsburgh Pa
- BOGGESS, JOHN**
All Request Hour
WLAG LaGrange Ga
- BOGGS, WADE**
Lunch & Listen
WGAA, Cedartown, Ga
- BOHACK, BILL**
Club 93
WPAT Paterson, N J
- BOHN, RAY**
Revolve Roundup
KLMP, Minot, North Dakota
- BOIVIN, JAY**
1370 Streamliner
WFEA Manchester New
Hampshire
- BOLBA, BOB**
The Merry Go Round
WFXJ Jasper Ind
- BOLDT, VIC**
V.I. Varieties
KVF Victoria Tex
- BOLIN, ART**
Swing Session
WARM Scranton, Pa
- BOLLINGER, JIM**
J.B. Time
WJNN Louisville, Ky
- BOLTON, BILL**
HalBully Hits
KALB Alexandria La
- BONDI, DAVE**
WERD Atlanta Ga
- BONES, ROBERT**
Afternoon by Request
WLOH Princeton W Va
- BONNER, ED**
Spin n' Chin
WNRJ Newark N J
- BOONE, JOE**
Moonlight Melodies
WMVG Milledgeville, Ga
- BOUCHER, GENE**
KCOM Sioux City Iowa
- BOURQUE, WARRÉN**
WERI Westerv R I
- BOWER, BOB**
Music for Everyone Music in
the Night
WTIP Charleston W Va
- BOWERS, BUD**
Bud Bowers Show
WSAZ Huntington W Va
- BOWICK, BILL**
Coffee With Bill
WALB Albany Ga
- BOWMAN, BOB**
WLBR Lebanon Pa
- BOWMAN, JOHNNY**
1110 Club
WDOV Dover Del
- BOWER, RICHARD W.**
Diskus with Dick
WRAC Williamsport Pa
- BOYCE, WILLIAM**
KWBE Beatnik Nebraska
- BOYD, DALLAS P.**
WBRW Welch, W Va
- BOYER, DEAN**
Ham n Eggs Top Times
WBLK Clarkshurg W Va
- BOYLES, FRANK A.**
KVRH Saffra Col
- BOZIC, G**
WLOA Braddock Pa
- BRADLEY, BOB**
Timekeeper
WMIL Milwaukee Wis
- BRADLEY, DICK**
WQXR New York N Y
- BRADLEY, ROBERT**
KCOM Sioux City Iowa
- BRADLEY, WES**
1240 Club
KRDO Colorado Springs Col
- BRAGG, CHARLES**
Breakfast On Farm
WHA1, Shelbyville, Tenn
- BRAGG, NELSON**
Record Rack
WOP Boston, Mass
- BRADSHAW, TOM**
The Triple T Show
WRYU Newbury News Va
- BRANCH, NEAL**
1240 Club
WBIR, Knoxville Tenn
- BRANT, BILL**
Midnight's Club
KDKA Pittsburgh Pa



Distributed exclusively by
CHESHIRE & ASSOCIATES
 6533 Hollywood Boulevard
 Hollywood 28, Calif.



ERNIE SIMON

Now Broadcasting and Televising
 23 Hours Weekly
 5th Consecutive Year on WJJD, Chicago
 Sponsored continuously
 for 3rd straight year on WBKB, Chicago
 5 nights weekly

Disc Jockeys—Radio-Television

BRAY, BOB

Record Parade
WKOX, Framingham, Mass.

BRAZZELL, J.

Breakfast with J. B.
WFGN, Gaffney, S. C.

BRENNAN, DAN

Hillbilly Hits
WVOK, Birmingham, Ala.

BRETT, ROBERT

Breakfast with Brett
WSAV, Savannah, Ga.

BRITAIN, BILL

Swing Session & Concert Mall
WATL, Atlanta, Ga.

BROCK, RAY

Fox Club
WHBY, Appleton, Wis.

BROCKER, JIM

WJEJ, Hagerstown, Md.

BRODERS, SPANK

Platter Pantry
KCRG, Cedar Rapids, Iowa

BROHAN, DON

1180 Hour
WLDS, Jacksonville, Ill.

BROKAW, BILL

Variety Time
KGIW, Alamosa, Col.

BROKAW, THOMAS

KOMW, Omak, Wash.

BROOKS, BILL

Bill Brooks Show
WSRS, Cleveland, Ohio

BROOKS, KIRBY

Kirby Brooks Show
WQAM, Miami, Fla.

BROOKS, FRANK

Record Box
WTNJ, Trenton, N. J.

BROPHY, BILL

WTHI, Hartford, Conn.

BROWN, BERNARD

Sittin' In
WAPO, Chattanooga, Tenn.

BROWN, BILL

1230 Club A. M.
WNEB, Worcester, Mass.

BROWN, BILL

Club 1400
WSIC, Statesville, N. C.

BROWN, BOB

WEPM, Martinsburg, W. Va.

BROWN, DON

Don-Up Brown
KWNW, Wenatchee, Wash.

BROWN, HARRY

WBEC, Pittsfield, Mass.

BROWN, JACK

Jack Brown's Record Rack
Review

WTVL, Waterville, Me.

BROWN, LEONARD

KCID, Caldwell, Idaho

BROWN, MORGAN

Shiretown Club
WAGM, Presque Isle, Me.

BROWN, WARREN

Top Ten
KPQ, Wenatchee, Wash.

BROWN, PEN

Pen Brown Show
WTAG, Worcester, Mass.

BROWN, PHIL

Country Boy
WGBA, Columbus, Ga.

BROWNELL, LARRY

Larry Brownell Show
WHHH, Warren, Ohio

BROWNING, FRED

Musical Merry Go Round
WTWA, Thomson, Ga.

BROWNING, WILLIAM

KCBQ, San Diego, Cal.

BRUCE, AL

Wax Works
WCHA, Chambersburg, Pa.

BRUCE, DICK

1280 Reveille
WDSU, New Orleans, La.

BRUCE, JACK

Saturday Matinee
WNAX, Yankton, S. D.

BRUCE, RAMON

WHAT, Philadelphia, Pa.

BRUGGEMAN, VERN

KALL, Salt Lake City, Utah

BRUN, ROBIN

Spinning at the Waldorf
KWKW, Pasadena, Cal.

BRUNER, BOB

Bob Bruner Show
WIOU, Kokomo, Ind.

BRYANT, WILLIE

WHOM, New York, N. Y.

BUDD, MILTON

Musical Cook
WMBD, Peoria, Ill.

BUFF, ROBERT

WPTW, Piqua, Ohio

BUCK, GEORGE

After Hours
WWOD, Lynchburg, Va.

BUHLMAN, CLINTON

WBEN, Buffalo, N. Y.

BULLOCK, SHEL

Best on Wax, Shel Bullock
Show

WWSC, Glens Falls, N. Y.



JACK LACY
"LISTEN TO LACY"

WINS
12:30-2:00 P.M.
4:30-6:00 P.M.
Daily
Audience Participation
Television Transcriptions



JOE FRANKLIN

WJZ's "Young Man With the Old
Records."

Also—Joe Franklin Productions, Inc.

220 W. 42nd St., N. Y. C. WI 7-4755

Disc Jockeys—Radio-Television

- BURFORD, BILL**
Morning on Mahoning
WHH, Warren, Ohio
- BURGE, RALPH**
Breakfast With Burge
WAFB, Baton Rouge, La.
- BURGESS, HAROLD**
WGAA, Cedartown, Ga.
- BURGESS, RALPH**
Breakfast with Burgess, Rec-
ords with Ralph
WGBA, Columbus, Ga.
- BURKE, RAY**
Late Date
WATR, Winston-Salem, N. C.
- BURKS, SPIDER**
Spider Burks Show
KXLW, St. Louis, Mo.
- BURTON, BOB**
Breakfast with Burton
WEEK, Peoria, Ill.
- BURTON, BOB**
Record Review, Atomic Beo-
gie
KWAR, Stuttgart, Ark.
- BURTON, JOHNNA**
WBCY, Lexington, N. C.,
County Style
- BURWELL, BILL**
Starlight Serenade
WGTF, Greenville, N. C.
- BUSLEE, HENRY**
Open House
WISC, Madison, Wis.
- BUSSE, ROBERT**
Robin and Records
WHS, Port Huron, Mich.
- BUSSONG, BUD**
Musical Clock
WOCB, W. Falmouth, Mass.
- BUTLER, DON**
Butler's Pantry
WGBS, Miami, Fla.
- BUTLER, JIM**
Jockey Club
WVLS, Ohney, Ill.
- BUTTERS, HARLEV**
WROK, Rockford, Ill.
- C —
- CALDERWOOD, BERNIE**
"Bandbox"
KMUR, Murray, Utah
- CALHOUN, DOC**
KATE, Albert Lea, Miss.
- CALLAS, PETE**
Pete's Corral
WMAK, Nashville, Tenn.
- CALIST, AL**
1240 Club
WDNE, Elkins, W. Va.
- CAMERON, BOB**
WLOK, Lima, O.
- CAMPBELL, DAVE**
Music 'Th' Midnight
WAPL, Birmingham, Ala.
- CAMPBELL, DICK**
Top of the Morning
WDA, Danville, Va.
- CAMPBELL, STERLING**
WMI, Mt. Vernon, Ill.
- CANNAYAN, JACK**
Coffee Time
WFIN, Findlay, Ohio.
- CANNON, HOWARD**
1450 Club
RSG, Crowley, La.
- CAPPS, JIMMY**
Our Best to You
WTFE, Raleigh, N. C.
- CARLEY, JIM**
Carley's Corner, Respectfully
Yours
WPLN, St. Petersburg, Fla.
- CARLSON, ADE**
Friendly Time
WERC, Duluth, Minn.
- CARLSON, NORAH**
1230 Club
WCHL, Carbondale-Homesdale,
Pa.
- CARLSON, WAMP**
Jesting with Wamp
WBAV, New Britain, Conn.
- CARLTON, JOHN**
Here's Carlton
WERC, Erie, Pa.
- CARMELLA, LARRY**
Midnight Merry Go Round
KMO, Tacoma, Wash.
- CARR, JOHN**
Club 1400
WILB, Cookeville, Tenn.
- CARRELL, RALPH**
KHO, Sioux Falls, S. D.
- CARGOL, BOB**
Melody Inc.
BWAT, Watertown, S. D.
- CARROLL, GEORGE**
"Three T's"
KSO, Kansas City, Kansas
- CARROLL, RAY**
WLOM, New York, N. Y.
- CARROLL, ROGER**
1390 Rancho
KGER, Long Beach, Cal.
- CARSON, BOB**
Musical TNT
KSMX, Mason City, Iowa
- CARSON, ED**
Western Melodies
KBIO, Burley, Ida.
- CARTER, BILL**
WRJ, Humboldt, Tenn.
- CARTER, DUNC**
WTFH, Port Huron, Mich.
- CARTER, EARL**
Wake Up Time
WAZF, Yazoo City, Miss.
- CARTER, ED**
Record Rack
WACE, Chicopee, Mass.
- CARTER, JERRY**
WHP, Poughkeepsie, N. Y.
- CARTER, ROBERT**
Gaucho-Don Revue
KDF, Santa Barbara, Cal.
- CARTER, YAL**
Joy a La Carte
WJOY, Burlington, Vermont.
- CARTY, DEL**
Music by Request
WSP, Statesville, N. C.
- CATES, JIM**
Jim Jam
RWEL, Kennewick, Wash.
- CAUDLE, ROY**
WAUD, Auburn, Ala.
- CAVANAUGH, JIM**
Rise & Shine
WRDW, Augusta, Ga.
- CHAMLEE, ROBERT**
KXGI, Ft. Madison, Iowa
- CHAMPION, NED**
Wax Train
WNAO, Raleigh, N. C.
- CHANCELLOR, GREG**
Jesse's Jamboree
KOME, Tulsa, Okla.
- CHANDLER, MIMI**
WVLR, Lexington, Ky.
- CHANEY, JOHN**
KBRO, Bremerton, Wash.
- CHAPMAN, FRED**
WGAL, Elizabeth City, N. C.
- CHARLES, BRUCE**
Charles Bruce
WIKR, Cleveland, Ohio.
- CHARLES, DUANE**
Juke Box Revue
KPRS, Olathe, Kansas
- CHARLES, PRESTON**
Top of the Morning
WGLS, Decatur, Ga.
- CHASE, DON**
WIPWA, Chester, Pa.
- CHASE, EDDIE**
After Hours
WOOD, Grand Rapids, Mich.
- CHASE, ILKY**
Ika Chase Show
ABC
- CHESTER, HARVEY**
Hit Tunes
WLAW, Lawrence, Mass.
- CHESTER, STANBARD**
Chester Studdard Show
WGDJ, Gadsden, Ala.
- CHICO**
KOWL, Santa Monica, Cal.
- CHILDRESS, JIMMY**
Gettin' Up Time
WJCC, Waynesville, N. C.
- CHILDS, LELAND**
WAPX, Montgomery
Alarm Clock Revue
- CHRISTENSEN, CHRIS**
Hulbilly Request Hour
Haleyville, WJBB, Ala.
- CHRISTENSEN, FRED**
Rhythm Express
WMPB, Memphis, Tenn.
- CHRISTOPHER, JERRY**
1240 Club
WEKR, Fayetteville, Tenn.
- CLARK, BILL**
Hoosier Hoodlum
WJCD, Daymond, Ind.
- CLARK, CHRIS**
Me & My Shadow
WJRM, Newport, R. I.
- CLARK, DOUGLAS**
WIBX, Fitch, N. Y.
- CLARK, HENRY**
"Rise 'n' Shine" Coffee with
Clark, 1340 Club
WENT, Gloversville, N. Y.
- CITY, JIM**
Melody Corral, City's Clam
bake
KTPS, Texarkana, Tex.
- CLARK, DWIGHT**
Groove Grayford
KCOL, Ft. Collins, Col.
- CLARK, ROGER**
1570 Club
WFGN, Gaffney, S. C.
- CLARK, ROGER**
WNOR, Norfolk, Va.
- CLAATON, ROBERT**
Boston Ballroom
Juke Box Saturday Night
WDB, Boston, Mass.
- CLAATON, BOB**
Respectfully Yours
WPLN, St. Petersburg, Fla.
- CLEARV, ED**
Yawnin' in the Mornin'
KOSF, Osceola, Ark.
- CLEMENT, JOHN**
WHLB, Virginia, Minn.
- CLEMENTS, CART**
Moonlight Madnee
WBAV, New Britain, Conn.
- CLIFTON, JACK**
Buzza Cousin
WADC, Akron, Ohio.
- COATS, ROBERT**
KPOP, Topeka, Kansas.
- COBURN, PAUL**
Coburns Carousal
KVSU, Logan, Utah.

Disc Jockeys—Radio-Television

- COCHRAN, STEWART**
WKID, Urbana, Ill.
- COCKEREL, CLEM**
Clem's Clambake
WKCT, Bowling Green, Ky.
- CODDINGTON, BRUCE**
1450 Clnb; Jibe Time
WHIT, New Bern, N. C.
- CODY, DEL**
Korn Krib
KGA, Spokane, Wash.
- COGLIN, RUSS**
Coglin's Capers
KROW, Oakland, Cal.
- COLE, FRED B.**
Carnival of Music
WHDH, Boston, Mass.
- COLE, GEORGE**
KFOX, Long Beach, Cal.
- COLE, GRADY, JR.**
Hillbilly Hit Parade
WSAT, Salisbury, WBT,
Charlotte, N. C.
- COLE, PETER**
The Waxworks
WVCG, Coral Gables, Fla.
- COLE, RAY**
Hillbilly Breakfast Club
KTAN, Sherman, Tex.
- COLE, TRACY W.**
WWSR, St. Albans, Vermont
- COLEMAN, BARRY SHOW**
KMYR, Denver, Col.
- COLEMAN, BOB**
The Polka Parade
WACB, Kittanning, Pa.
- COLEMAN, CHARLES**
WGKY, Charleston, W. Va.
Eam & Eggs
- COLEMAN, DICK**
Dick Coleman Show
WCBM, Baltimore, Md.
- COLLIE, VIN**
WERL, Westerly, R. I.
- COLINS, DAVID J.**
Fairfield Jamboree
WHOK, Lancaster, Ohio
- COLLINS, DON**
Wax Museum
WCPT, Roanoke Rapids, N. C.
- COLINS, JOE**
Joe's Jamboree
KICA, Clovis, N. M.
- COMER, FRANK**
Rhythm at Random
WLAD, Danbury, Conn.
- CONDREY, JIM**
KHBG, Okmulgee, Okla.
- CONFER, WILLIAM**
WFBG, Altoona, Pa.
- COOK, DICK**
Cookies Capers
WMDN, Midland, Mich.
- COOK, IRA**
Pre-Game and Post-Game Plat-
ter Party, Dollars or Dough-
nuts
KECA, Hollywood, Cal.
- COOK, L. A.**
Coffee Cup: Spirituals with
Cookie: Cookie Comes Calling;
Hall of Popular Music
WTOB, Winston-Salem, N. C.
- COONTZ, EDDIE**
Morning Watch
KTUL, Tulsa, Okla.
- COOPER, JACK L.**
Rug Cutters Special
WSBC, Chicago, Ill.
- COOPWOOD, JESSE**
Stompin, Room
WWCA, Gary, Ind.
- COPE, FRANK**
Matinee with Cope, Alarm
- Klok Klub
KJBS, San Francisco, Cal.
- CORBITT, KEN**
Cat's Rat Race
WTKI, Durham, N. C.
- CORDIC, REGE**
6 to 9 Special
WWSW, Pittsburgh, Pa.
- CORDRAY, DON**
Don Cordray Show
WERE, Cleveland, Ohio
- CORLEY, BOB**
Corley's Corner
WQXI, Atlanta, Ga.
- CORLEY, JIM**
Serenade That's New
KIXL and KIXL-FM, Dallas,
Texas
- CORNWELL, BLAINE**
Top Ten
KWFT, Wichita Falls, Tex.
- CORRIGAN, JOHN**
St. Louis Ballroom
KXOK, St. Louis, Mo.
- COSTANTINO, JOE**
Off The Record
KDB, Santa Barbara, Cal.
- COUGHLIN, CHARLES**
Off The Record
KVOB, Alexandria, La.
- COUGHLIN, JOHN**
Hi Neighbor
WOKZ, Alton, Ill.
- COUNTISS, ARTHUR**
WMEV, Marion, Va.
- COWAN, COLEY**
Melody Time
WSON, Henderson, Ky.
- CRAGER, ROBERT**
WWCO, Waterbury, Conn.
Melody Matinee
- CRAGO, DICK**
Musical Clock
WCBI, Columbus, Miss.
- CRANE, BOB**
WLEA Bandstand
WLEA, Hornell, N. Y.
- CRAYER, CAMPBELL J.**
Morning in Montgomery
WMON, Montgomery, W. Va.
- CRAWFORD, GEORGE**
WINX, Washington, D. C.
- CRIST, JIM**
Morning In Maryland
WFBR, Baltimore, Md.
- CROCKER, LEE**
KDMO, Carthage, Mo.
- CROCKER, ROY**
1230 Club
WMMT, McMinnville, Tenn.
- CROSBY, BOB**
1230 Record Club
WTOL, Toledo, Ohio
- CROSBY, DON**
Pep Club
WFCB, Dunkirk, N. Y.
- CROSS, GEORGE**
Sagebrush Melodies
WEXL, Royal Oak, Mich.
- CROWELL, GEORGE**
Club 930
KHJ, Los Angeles, Cal.
- CROWLEY, DICK**
Crowley Calling
WCLO, Janesville, Wis.
- CRUKSHANK, JIM**
Make Believe Ballroom
WPLA, Plant City, Fla.
- CRUSE, BILL**
1240 Club
KSUE, Susanville, Cal.
- CRUSE, DICK**
Don's Den
KWPC, Muscatine, Iowa
- CRUTCHLEY, BILL**
Morning Melodies
WPAQ, Mt. Airy, N. C.
- CUMMINGS, ALAN**
WSCR, Scranton, Pa.
- CUMMINGS, TONY**
Tony's Twilight Tune Time
WIKK, Erie, Pa.
- CUMMSKEY, BOB**
Record Rack
WBIS, Bristol, Conn.
- CUNNINGHAM, BILL**
You Ask for It
WLEA, Hornell, N. Y.
- CUNNINGHAM, DON**
Tip Top Tunes
WHSY, Hattiesburg, Miss.
- CUNNINGHAM, FRANK**
Corn Platter
WJRD, Tuscaloosa, Ala.
- CURRAN, HARRY**
Globe Record Shop
WXGI, Richmond, Va.
- CURTIS, BILL**
550 Club
KOPR, Butte, Montana
- CURTIS, DAN**
WIP, Philadelphia, Pa.
Record Room
- CURTIS, GEORGE**
560 Revue
WGAN, Portland, Me.
- CURTIS, WALT**
WTWN, St. Johnsbury, Vt.
- CUTRER, TOMMY**
Mail Bag
KXYZ, Houston, Tex.
- CUTTING, BOB**
Polka Time
KVIC, Victoria, Tex.

— D —

- DAHL, JON**
The Juke Box
WDMJ, Marquette, Mich.
- DAHL, DON**
Open House
KDAL, Duluth, Minn.
- DAHMS, WALLY**
KLER, Rochester, Minn.
- DALE, JEFF**
Bunk House Siesta
KDET, Center, Texas
- DALE, REX**
Makebelieve Ballroom
WCKI, Cincinnati, Ohio
- DALE, STAN**
Stand the Record Man
WSRS, Cleveland, Ohio
- D'ANGELO, MICHAEL**
1490 Club
WIMGW, Meadville, Pa.
- DANIEL, NATHAN**
Hillbilly Jubilee
KTFY, Brownfield, Texas
- DANIELS, BOB**
All Night Show
KDAL, Duluth, Minn.
- DANTIN, PAUL**
Hillbilly Hayride
WCJU, Columbia, Miss.
- DARDANO, NIKE**
WGAT, Utica, N. Y.
- DARDEN, MARYBELLE**
Chuck Wagon Sereuade
WTAR, Norfolk, Va.
- DARIEN, FRANK**
'Frankie's Juke Box'
KSJO, San Jose, Cal.
- DAUGHERTY, 'DOC'**
1250 Luncheon Club
WNOW, York, Pa.
- DAUM, KEN**
WAUX, Waukesha, Wis.

Disc Jockeys—Radio-Television

- DAVIC, JOHNNY**
Platter Party
WPSJ, Lockport, N. Y.
- DAVIDSON, WILLIAM J.**
Sunday with Bill
KECA, Hollywood, Cal.
- DAVIS, ALVIN**
Wax Works
WCSJ, Charleston, S. C.
- DAVIS, BOB**
WTYK, Rock Hill, S. C.
- DAVIS, BRITT**
Yawn Patrol
KOWB, Laramie, Wyoming
- DAVIS, BRUCE**
Platter Party
WRYO, Rochester, Pa.
- DAVIS, CHARLIE**
Platter Time
WAPX, Montgomery, Ala.
- DAVIS, DON**
Flying Discs
KFRG, San Francisco, Cal.
- DAVIS, ED**
Folka Time
WEPG, Atlantic City, N. J.
- DAVIS, GEOFF**
B July 26th, 1918, Edmonton, Canada; Singing Battle Royal, WINS; Battle of the Baritones, WINS
- DAVIS, HAL**
Hit Tunes of the Past
KRSC, Seattle, Wash.
- DAVIS, HY**
WJXN, Jackson, Miss.
- DAVIS, JACK**
Jack Davis Show
WQLA, Mobile, Ill.
- DAVIS, JACK**
Davis on Discs
WBIZ, Eau Claire, Wis.
- DAVIS, JAY**
Mountain Jamboree
KJHR, Oklahoma City, Okla.
- DAVIS, OVIDE**
1490 Club
KCHL, Houma, La.
- DAVY, FREDERICK**
Just For You
WJAS, Pittsburgh, Pa.
- DAWKINS, ED**
Clockwatchers
WJMB, Brookhaven, Miss.
- DEACON, THE**
The Deacon Speaking
KREL, Baytown, Texas
- DEAN, ABBIE**
The Crumb Tree
KIKW, Aberdeen, Washington
- DEAN, BIDDY**
WHHM, Memphis, Tenn.
- DEAN, JOHN**
Alarm Clock Club
WNSC, Durham, N. C.
- DEDRICK, DAVE**
On Stage
KELO, Stouy Falls, S. D.
- DEE, TOMMY**
Rise and Shine
WSBT, South Bend, Ind.
- DELANEY, CHUCK**
Variety Time
WBFL, Columbus, Miss.
- DEMERS, BOB**
Bandstand
WLAM, Lewiston-Auburn, Me.
- DENNIS, JOHN**
KOKO, Lajunta, Col.
- DENSON, CHUCK**
Ayon Mayhem & Comptown Radio
KENT, Shreveport, La.
- DESMOND, ED**
Top Of The Morning
WINA, Charlottesville, Va.
- DESMOND, WARREN**
KLO, Ogden, Utah
- DEWITT, BILL**
5-1 Dewitt Show
WGL, Ft. Wayne, Ind.
- DICKOFF, CHARLES**
Top of the Morning
WISJ, Madison, Wis.
- DIEMH, KEN**
WIZE, Springfield, Ohio
- DIFFER, BILL**
Moonlight Capers
WFNS, Burlington, N. C.
- DILL, GLEN**
Sundial
WTSJ, St. Petersburg, Fla.
- DILLARD, WALT**
Rhythm By Request
WBAL, Shelbyville, Tenn.
- DILLINGHAM, FRANK**
Breakfast Express
WBLJ, Dalton, Ga.
- DILSON, RURT**
WJW, Cleveland, Ohio
- DILWORTH, SCOTT**
Wake Up Joliet
WJOL, Joliet, Ill.
- DINSMORE, ED**
WBEN, Buffalo, N. Y.
- DIXON, RANDY**
Elmy Hall of Fame
WDAS, Philadelphia, Pa.
- DIXON, ROY**
Mix'n' with Dixon
KTRM, Beaumont, Texas
- DOAK, BILL**
Wildes Wax Works
KATL, Houston, Tex.
- DOCHEE, JACOB**
Operatic Favorites
WWJ, Detroit, Mich.
- BODDS, DAR**
You Name It
KBSH, Boise, Idaho
- DODGE, NANCY**
Reveille Request
KYOR, Colorado Springs, Col.
- DOHERTY, JOHN**
Melody Matinee
WBHF, Cartersville, Ga.
- DONALD, TONY**
Round Session
WQAM, Miami, Fla.
- DONOHUE, TOM**
Blues Chasers
WLOF, Orlando, Fla.
- DONOHUE, STEVE**
Santaman Serenade
WTXL, W. Springfield, Mass.
- DOOLEY, PETE**
Requestfuly Yours
WVJN, Owensboro, Ky.
- DORN, BILL**
Showtime at Sunrise
WTMA, Charleston, S. C.
- DOTA, BILL**
WKOP, Binghamton, N. Y.
- DOUGHERTY, CHUCK**
Off The Record
KODI, Cody, Wyoming
- DOUGLAS, BOB**
Date with Douglas
WSAM, Saginaw, Mich.
- DOUGLAS, JACK**
1590 Club
WTVB, Coldwater, Mich.
- DOUGLAS, JOHN**
WJDA, Quincy, Mass.
- DOW, RALPH**
Alarm Clock Club
KLAS, Las Vegas, Nevada
- BOWLING, BILL**
Afternoon Musical
WACB, Kittanning, Pa.
- DOWNEY, JACK**
Jack Downey's Music Show
WONS, Hartford, Conn.
- DOYLE, LARRY**
Deming Party
KGA, Spokane, Wash.
- DRAPER, LARRY**
Coffee Time Musicals
WFAJ, Augusta, Me.
- DRIVER, JOHN**
Make Believe Room
WXGI, Richmond, Va.
- DRUKMAN, BOB**
Dunking with Drukman
KINY, Juneau, Alaska
- DRUM, DEWEY**
Earl's Risers Club
WSOC, Charlotte, N. C.
- DRURY, RAY**
Platter Date
WSPR, Springfield, Mass.
- DUFFLEY, CHUCK**
Chuck Duffley's Show
WMCB, Manchester, New Hampshire
- DUGDALE, CHARLIE**
Her's Charlie
KFOR, Lincoln, Neb.
- DULL, JIM**
Melody Merry-Go-Round
WBAX, Wilkes-Barre, Pa.
- DU MAS, ROLAND**
Tops in Pops
WMLS, Springfield, Mass.
- DUNCAN, EDDIE**
Start With a Whistle
WEOA, Evansville, Ind.
- DUNCAN, JIM**
Requestfuly Yours
WEBQ, Harrisburg, Ill.
- DUNDS, BOB, JR.**
KPRC, Houston, Tex.
- DUNLAP, WALLACE**
Dad Dunlap
WLIZ, Bridgeport, Conn.
- DUNN, BILL**
Live Live
KRTT, Baytown, Texas
- DUNN, CHARLES**
Musical Mix-Up
KIBL, Beeville, Texas
- DURST, LAVADA**
Rosewood Rumble and Grooving with GP
KVET, Austin, Texas
- DUTCH, HAL**
Wake Up Mame
WLAM, Lewiston-Auburn, Me.
- DWELLY, DALE**
Lassen Roundup
KSUE, Susanville, Cal.
- DYER, BOB**
Hall of Records
WKNN, Saginaw, Mich.
- DZIRK, JOHN**
Let's Go Places
KGVQ, Missoula, Montana

— E —

- EARL, DICK**
WCF, Malone, N. Y.
- EARLE, ROBERT**
Platter Party
WBRC, Baton Rouge, La.
- EARLEV, TOM**
Shellac Shack
WKAP, Allentown, Pa.
- EARRON, ED**
Night Shift
WKLO, Louisville, Ky.

Disc Jockeys—Radio-Television

- EASTON, SCOTT**
Scott & Freddy
KOMO, Seattle, Washington
- EATON, GORDON**
WCCO, Minneapolis, Minn.
- EBBERT, DICK**
Platter Party
KTIP, Porterville, Cal.
- ECKLES, DAMON**
WDAE, Tampa, Fla.
- EDELMAN, BOB**
Million Dollar Party
WBOW, Terre Haute, Ind.
- EDENS, ASSA**
1490 Club
WALD, Wallerboro, S. C.
- EDGAR, BILL**
Hillbilly Hits
KTRN, Wichita Falls, Tex.
- EDMAN, PETER**
Ma'bag Matinee
WVEC, Hampton, Va.
- EDMUNDS, HARRY**
The Best On Wax
WBAK, Rogers City, Mich.
- EDWARDS, BILL**
Western Trail
KWEM, West Memphis, Tenn.
- EDWARDS, CHARLES**
WMAL, Washington, D. C.
- EDWARDS, JOHNNY**
Chuckwagon Call
KATL, Houston, Tex.
- EDWARDS, TOM**
Good Morning Odessa
KOSA, Odessa, Tex.
- EGAN, JOHN**
KJBE, Palo Alto, Cal.
- EICHMAN, JACK**
WMRA, Myrtle Beach, S. C.
- EIGEN, JACK SHOW**
WMGM, New York, N. Y.
- ELLIN, MARVIN**
Marvin Ellin Evening Carou-
sel
WCBM, Baltimore, Md.
- ELLIOTT, BILL**
Jukebox Jamboree
WNOE, New Orleans, La.
- ELLIOTT, BOB**
WTOD, Toledo, Ohio
- ELLIOTT, CHUCK**
Atomic Boogie, Housewife's
Hit Parade
WNGY, Montgomery, Ala.
- ELLIOT, DOYCE**
550 Round-up
KCRS, Midland, Tex.
- ELLIOT, JIM**
Havloft Time
WWWR, Russellville, Ala.
- ELLIOT, WILLIAM**
WLIZ, Bridgeport, Conn.
- ELLIS, HAP**
Platter Time
KOLT, Scottsbluff, Nebr.
- ELLIS, LEE**
Me'ody-Go-Round
WSPR, Springfield, Mass.
- ELLIS, S. BLAKE**
WPOR, Portland, Me.
- ELLSWORTH, LEO**
Matinee Melange
KWEL, Weiser, Idaho
- ELSE, MICKEY**
Platter Party
WWPA, Williamsport, Pa.
- ELSNER, ROY**
920 Special
KECK, Odessa, Tex.
- ELSTON, GENE**
Coffee Club
KWCR, Cedar Rapids, Iowa
- ELWOOD, JOHN**
WIBM, Jackson, Mich.
- EMBODY, RICHARD**
Western Jamboree
KGGF, Coffeyville, Kansas
- EMERALD, GENE**
KRNT, Des Moines, Iowa
- EMMERICH, LEE**
Date With A Disc
WKOX, Framingham, Mass.
- ENDICOTT, WM.**
KBRG, Mount Vernon, Wash.
- ENGLISH, JAMES**
Saturday's Session
WKYB, Paducah, Ky.
- ENO, JACK**
One for the Money
WEBR, Buffalo, N. Y.
- JIM ENSELIN SHOW**
KROP, Brawley, Cal.
- ERICKSON, HELEN**
Harmony Hut
KWYO, Sheridan, Wyo.
- ESSICK, LOU**
WGNI, Wilmington, N. C.
- ESTELLE, DICK**
Platter Parade
WTVB, Coldwater, Mich.
- ESTEPE, WILLIAM H.**
WBEV, Elizabethton, Tenn.
- ESTES, DAVE**
1340 Club
KICK, Springfield, Mo.
- ESTES, MAURY**
Late Dancing Party
WFEW, Sylacauga, Ala.
- EVANS, AL**
Palter Palace
KGNC, Armario, Texas
- EVANS, BILL**
Bill Evans Show
WCFR, WGN, Chicago, Ill.
- EVANS, DON**
The Don Evans Show
WCHS, Charleston, W. Va.
- EVANS, ED**
Musical Mayhem
KWEM, West Memphis, Tenn.
- EVANS, JEFF**
Night Special
WLDY, Ladysmith, Wis.
- EVANS, JOHN**
Star Time
WMON, Montgomery, W. Va.
- EVANS, LOU**
Record Matinee
KSUN, Bisbee, Ariz.
- EVANS, NORMAN**
Melody Matinee
WPIK, Alexandria, Virginia
- EVANS, STAN**
Baud Review
KTRN, Wichita Falls, Tex.
- EWING, BILL**
Bill Ewing Show
KMPC, Los Angeles, Cal.
- EVRIICH, DICK**
Matinee Frolic
WSIR, Winter Haven, Fla.
- EZRA, UNCLE**
Uncle Ezra—In Person
WGWD, Gadsden, Ala.
- F —
- FABELO, RUBEN**
WALT, Tampa, Fla.
- FAIRMAN, FRANK**
Wake Up Time
WSNY, Schenectady, N. Y.
- FALCON, ROBERT**
Morning Blues Cbaser
WPIK, Alexandria, Virginia
- FALLON, GENE**
Songs of our Times
WKAF, Allentown, Pa.
- FALLON, JACK**
After Hours
KFBI, Wichita, Kansas
- FANCHER, KAY**
Music for Today
KPDN, Pampa, Tex.
- FARKAS, REMY**
WQXR, New York, N. Y.
- FARRAR, JACK**
Kilooyce Klambake
KTPI, Twin Falls, Idaho
- FARRELL, MAURY**
Matinee in Birmingham
- FEAGANS, ERNIE**
Feagans Follies
WDEF, Chattanooga, Tenn.
- FEESSE, HUBERT**
Teen Time Tunes
KSIW, Woodward, Okla.
- FELDMAN, GEORGE**
Music Unlimited, Club Cosmo-
WJPS, Evansville, Ind.
- FELL, BILL**
WSTS, Southern Pines, NC
At Your Request
- FELL, WILLIAM H.**
Requestfully Yours
WGGP, Sanford, N. C.
- FELLER, SHERM**
Sherm Feller Show
WCOP, Boston, Mass.
- FERRY, FRANK**
Music For Moderns
KRKL, Kirkland, Wash.
- FIELDS, CHARLES**
Musical Roundup
KMED, Medford, Ore.
- FIELDS, CUYLER P.**
Coffee Club
WRHI, Rock Hill, S. C.
- FILKINS, LARRY**
Coffee Time
KSCB, Liberal, Kans.
- FINAN, JOE**
Danceband
WISR, Butler, Pa
- FINCH, BUD**
Coffee Club
WELI, New Haven, Conn.
- FINCH, LARRY**
KVBH, Salida, Col.
- FINLEY, STU**
Capital Scrapbook
WRC, Washington, D. C.
- FINN, MICHAEL**
Finn Fare
WEOA, Evansville, Ind.
- FISHER, EARL**
Musical Clock, Atomic Boogie
WFUN, Huntsville, Ala.
- FISHER, ED**
WHIZ, Zanesville, Ohio
- FISHER, JIM**
Requestfully Yours
KVOW, Littlefield, Tex.
- FITZGERALD, ROBERT**
Show Case
WOSC, Fulton, N. Y.
- FLANAGAN, PAUL**
Tri-City Ballroom
WTRY, Troy, N. Y.
- FLEISCHER, BILL**
KOMW, Omak, Wash.
- FLINT, WALTER**
Recordially Yours
WGPC, Albany, Ga.
- FLOOD, JOE**
Upsee Daisy, The Joe Flood
Show
KTLN, Denver, Col.
- FOERSTER, DAVE**
Disc Date
WLAD, Danbury, Conn.

Disc Jockeys—Radio-Television

FOJLAND, MALES

The Fojland Show
 WMHD, Georgia, Ill.

FORBES, BOB
 Musical Alarm Clock
 WAMS, Florence, S. C.

FORD, ART
 Milkman's Matinee
 WNEW, New York, N. Y.

FORD, DOUG
 Line-Up Time
 WHIS, Bluefield, W. Va.

FORD, LOYD
 Western Parade
 KAYS, Hays, Kansas

FORMAN, TED
 WJEL, Hagerstown, Md.

FORSTER, ROGER
 "Forster's Follies"
 WEOA, Evansville, Ind.

FORTNER, VIRG
 KBMW, Brockmeade, Minn.

FORRESTER, MARK
 Melody Manor
 KDRS, Paragould, Ark.

FOSTER, JACK
 Today's Top Ten
 KABC, San Antonio, Tex.

FOSTER, LEVERNE
 Hillbilly Hit Parade
 WELR, Rome, Ala.

FOSTER, TERRY
 Home Folks Frolic
 WHBL, Sheboygan, Wis.

FOUNTAIN, BILL
 Time & Tune Parade
 WKY, Oklahoma City, Okla.

FOWLER, BILL
 Musical Clock
 WGPC, Albany, Ga.

FOWLER, J. B.
 Fowler's Fabulous Fantasies
 WKTM, Mayfield, Ky.

FOWLER, JIM
 WGPC, Albany, Ga.

FOX, BILL
 1000 Round Up
 KSCA, Columbia, Texas

FOX, GARRY
 Muste at Your Command
 Rhythm at Random
 KRQX, Crookston, Minn.

FOX, LES
 Fox's Den
 WMMW, Meriden, Conn.

FOX, SYLVAN
 1400 Melody Lane
 KSYL, Alexandria, La.

FRANCE, BOB
 Polka Time, Milkman's Matinee
 WMMW, Meriden, Conn.

FRANCIS, AL
 Fun With Francis
 WKST, New Castle, Pa.

FRANCIS, JOE
 WNHC, New Haven, Conn.

FRANCIS, RED
 KLIBG, Okmulgee, Okla.

FRANK, DEL
 1400 Club
 WLOW, Norfolk, Va.

FRANKLIN, JOE
 B. March 9, 1926, New York City
 Joe Franklin Show, WJZ; WJZ-TV

DRAWLEY, TOM
 From Us To You
 KROR, Rochester, Minn.

FRAY, JACQUES
 WQXR, New York, N. Y.

FRATZER, HAL
 Breakfast Club
 WSTP, Salisbury, N. C.

FREDERICKS, HAL

Song and Dance Parade
 KXOX, St. Louis, Mo.

FREED, DON
 Don's Early Light
 WTRC, Elkhart, Ind.

FRENCH, DICK
 Tops in Topp
 WELM, Elmira, N. Y.

FRENCH, DON
 KSWL, Council Bluffs, Iowa

FRENCH, NED
 1300 Club
 WLYN, Lynn, Mass.

FRICK, BARNEY
 Musical Clock
 WMGW, Meadville, Pa.

FRIELING, JIM
 Platter Parade
 WXRA, Buffalo, N. Y.

FRIES, BOB
 KNES, Limited
 KNEX, McPherson, Kansas

FRIETAG, A. M.
 KFOK, Long Beach, Cal.

FRISCH, BOB
 Sunrise Serenade
 WMAW, Milwaukee, Wis.

FRIESCH, EDWARD F.
 KTRH, Houston, Tex.

FRITSCH, WOODY
 Down Melody Lane with W
 KXOX, Sweetwater, Tex.

FROEMMING, BOB
 Happy Days
 WRFW, Eau Claire, Wis.

FROU, DAVE
 Club 1320
 WLS, Lansing, Mich.

FRONT, SIG
 WKWK, Wheeling, W. Va.

FROST, O'NEIL
 WAUD, Auburn, Ma.

FURMAN, DON
 Don Furman Show
 KEJO, Pocatello, Ida.

FULLER, LORENZO (LARRY)
 Harlem Frolics
 WJJB, New York, N. Y.

FUNNELL, BOB
 Fiddlin' with Fuzzy
 KSPA, Santa Paula, Cal.

— G —

GABRIEL, DON
 WJW, Cleveland, Ohio

GAINES, JERRY
 WHAT, Philadelphia, Pa.

GAINES, SAM
 Sammy's Serenade
 WLET, Toccoa, Ga.

GALFOND, DAVE
 WJMA Serenade and the Dave
 Galfond Show
 WJMA, Orange, Va.

GALLAGHER, EDDIE
 Sund 31, Moondral
 WTQP, Washington, D. C.

GALLIFORD, JACK
 Yawn Patrol
 KOXN, Keokuk, Iowa

GAMBLE, BAXTER
 Ramble with Gamble
 KCOK, Tulare, Cal.

GARALDE, ERNEST
 KIBE, Palo Alto, Cal.

GARCIA, GENE
 Funk Gene
 WALT, Tampa, Fla.

GARDNER, BILL
 WGAI, Elizabeth City, N. C.
 The Green Room

GARDNER, GUY

Houston Hoedown
 KNCZ, Houston, Tex.

GARDNER, LARRY
 Coffee Time
 WKAM, Warsaw, Ind.

GARDNER, ROBERT
 1 o'clock Record Session
 WMAJ, State College, Pa.

GARIN, BILL
 WPBC, Minneapolis, Minn.

GARR, BILL
 Bill Garr Show, Rodeo Bill &
 Western Hayride
 KWKW, Pasadena, Cal.

GARRIS, LOU
 Respectfully Yours
 WSPC, Annapolis, Md.

GARRIS, SID
 Symphony Sid Show
 WDOK, Cleveland, Ohio

GEE, OLYN
 990 Turntable Terrace
 WDWB, Dawson, Ga.

GEERTZ, MARTY
 Marty's Follies
 WRMN, Etem, Ill.

GELIART, GREGG
 Saturday Night Dance Party
 KFRB, Fairbanks, Alaska

GENTZ, TONY
 KGBC, Galveston, Tex.
 Partner Time

GHIRSE, LARRY
 Platter Patter
 WBET, Brockton, Mass.

GIBBONS, JAMES
 WMAJ, Washington, D. C.

GIBNEY, JOE
 Old Joe's Klub Klub
 KLLX, Twin Falls, Ida.

GIFFORD, ALEC
 KTBC, Austin, Texas

GIFTORD, DICK
 KFDA, Amarillo, Texas

GILBERT, DICK
 Dick Gilbert Show
 KTVL, Mesa, Ariz.

GILBERT, JACK
 Early Bird
 WLEU, Erie, Pa.

GILBERT, JACK
 Night Special
 WFOM, Bloomington, Ind.

GILBERT, RON
 Record Session
 WLS, Lansing, Mich.

GILCHRIST, JIM
 KXLQ, Billings, Montana

GILL, CURT
 Jam-A-Ditty
 WGBG, Greensboro, N. C.

GILL, PAUL
 Time To Remember
 WESH, Portland, Me.

GILLIAM, RAY
 Hillbilly Harmony
 WKDK, Newberry, S. C.

GILLIS, BUD
 WHRC, Columbus, Ohio

GRAND, JOE
 WHITE, Hartford, Conn.

GLADDEN, BILL
 Musical Scrapbook
 WAWE, Louisville, Ky.

GLASER, JOHNNY
 Record Revue
 KMHG, Marshall, Minn.

GLASS, CHARLES
 WJDA, Quincy, Mass.

GLEASON, GABBY
 Coffee Club
 WMSL, Decatur, Ala.

GLENN, ROBERT
 WSTV, Steubenville, Ohio

Disc Jockeys—Radio-Television

- GLYNN, JOHN**
1310 Club
KFKA, Greeley, Col.
- GODFREY, BOB**
The Belmont Show
KWNW, Wenatchee, Wash.
- GOFORTH, ED**
WHOC, Philadelphia, Miss.
- GOLDEN, RAY**
KSTN, Stockton, Cal.
- GOLLON, MURIEL**
Best on Wax
WLNA, Peekskill, N. Y.
- GOLSON, LOU**
Let's Dance
WPA, Falls Church, Va.
- GOODMAN, HERALD**
WBAP, Ft. Worth, Tex.
- GORDEN, WILLIAM**
Gorden William
WHK, Cleveland, Ohio
- GORDON, DWIGHT**
Western Serenade
WNN, Louisville, Ky.
- GORDON, JIM**
Jim Gordon Show
WDR, Syracuse, N. Y.
- GORDON, PHIL**
Afternoon Swing Session
WRWL, Woodside, N. Y.
- GORDON, WILLIAM E.**
Requestfully Yours
WNAW, North Adams, Mass.
- GROUND, JACK**
Ladies Choice
WEEU, Reading, Pa.
- GRAD, HENRY G.**
WGIV, Charlotte, N. C.
- GRADY, CHARLES**
Ticker-Tunes
WIMA, Lima, Ohio
- GRADY, JOE**
950 Club
WPEN, Philadelphia, Pa.
- GRAHAM, GEORGE**
George Graham Show
KOY, Phoenix, Ariz.
- GRAHAM, LEN**
1360 Club
WPPA, Pottsville, Pa.
- GRAM, AL**
Sunrise Jamboree
KGVL, Greenville, Tex.
- GRANT, BOB**
Music Shop
KRNR, Roseburg, Ore.
- GRANT, LARRY**
Vagabond House
KHON, Honolulu, T. H.
- GRANT, LLOYD**
Musical Almanac
WNAX, Yankton, S. D.
- GRAVES, GENE**
Morning Salute
KYW, Philadelphia, Pa.
- GRAWETT, JOE**
Hi School Hi-Lites
WFOY, St. Augustine, Fla.
- GRAY, BARRY**
WMCA, New York, N. Y.
- GRAY, BOB**
TNT
WBUY, Lexington, N. C.
- GRAY, GEORGE**
WTAW, College Station, Texas
- GRAY, HUGH**
WDZ, Decatur, Ill.
- GRAYSON, GEORGE**
Requestfully Yours. Grayson
and The Record Shop
KVON, Napa, Cal.
- GREEN, ART**
WMIE, Miami, Fla.
- GREEN, HAL**
Million Dollar Ballroom
WJLL, Niagara Falls, N. Y.
- GREENHOUGH, LEWIS**
Swingtime, Serenade
WGLT, Newark, Ohio
- GREENWOOD, KEN**
Somethin'
KFOR, Lincoln, Nebr.
- GREGORY, BILL**
Old Corral
WDOV, Dover, Del.
- GREGORY, BILL**
Breakfast Club
WLAG, LaGrange, Ga.
- GREGORY, GREG**
Crewent
KECK, Odessa, Tex.
- GRENNAN, ED**
Ed Grennan Show
WQUA, Moline, Ill.
- GRESS, BILL**
Just for Listening
WOC, Davenport, Iowa
- GREUEL, DICK**
Telerequest
KFAR, Fairbanks, Alaska
- GRIEBEL, CHUCK**
KANA, Anaconda, Montana
- GRIFFIN, JOHNNY**
Jive Hive
KWTC, Barstow, Cal.
- GRIFFIN, TOMMY LEE**
Lee's D. J. Jamboree
KINE, Kingsville, Tex.
- GRIFFITHS, BILL**
Rhythm Roundup, Cornflakes
with Griffin
WKRT, Cortland, N. Y.
- GRIMM, SHERMAN**
Session with Sherman
WPAR, Parkersburg, W. Va.
- GRISWOLD, JON**
Jonny G. Show
KOB, Albuquerque, N. Y.
- GROFF, CHUCK**
Studio Party
KASH, Eugene, Ore.
- GUBA, JOE**
WEDO, McKeesport, Pa.
- GUM, BILL**
Requestfully Yours
WRJN, Racine, Wis.
- GUNDERSON, DALE**
Off The Record
KBKW, Aberdeen, Washing-
ton
- GUNDERSON, ROY**
1230 Club
KTRF, Thief River Falls,
Minn.
- GURNETT, DICK**
Evening Mailbag
KSCO, Santa Cruz, Cal.
- GUY, JUAN PILAU**
Sunday Jamboree
KTOH, Lihue, Kauai, T. H.
- GWYNN, Z. V.**
Easy Does It & Easy Listening
WIBC, Indianapolis, Ind.
- HAINES, A. MELVIN**
1280 Club
KSOK, Arkansas City, Kansas
- HAINES, MARLIN**
Teen Age Party Time
KEPO, El Paso, Tex.
- HAINS, FRANK**
Music for the Mrs.
WPAR, Parkersburg, W. Va.
- HAIT, MEL**
WKIP, Poughkeepsie, N. Y.
- HALL, JOHN**
1490 Club
WESB, Bradford, Pa.
- HAMILTON, UNCLE OLLIE**
Uncle Ollie Record Show
WJZM, Clarksville, Tenn.
- HANCOCK, CHUCK**
That's The Groovy Thing
KDET, Center, Texas
- HANCOCK, HUNTER**
Harlematinee
KFVD, Los Angeles, Cal.
- HANESWORTH, BOB**
BH Show
WKXY, Sarasota, Fla.
- HANEY, BOB**
Yawn Patrol
WSPC, Somers, Ky.
- HANNA, ERLE**
Hanna's Hayride
WMOX, Meridian, Mass.
- HANTEN, JERRY**
Million Dollar Ball
KISD, Sioux Falls, S. D.
- HARBAUGH, VIC**
Western Jamboree
KCTI, Gonzales, Tex.
- HARBISON, BOB**
Midnight Express
KCKY, Coolidge, Ariz.
- HARDING, BARBARA**
By Request
WMVA, Martinsville, Va.
- HARDING, JIM**
WDAK, Columbus, Ga.
- HARDT, BILL**
Breakfast Special
KISD, Sioux Falls, S. D.
- RED HARKINS SHOW**
KTYL, Mesa, Ariz.
- HARLEY, CY**
KRAI, Craig, Col.
- HARLEY, DICK**
Midnight Flyers
WEDC, Chicago, Ill.
- HARPER, DICK**
1450 Club
KSEM, Moses Lake, Wis.
- HARPER, JERRY**
The Jerry Harper Show
WISCM, Madison, Wis.
- HARPRING, JIM**
Platter Time, Spinning Wheel
WFPB, Middletown, Ohio
- HARRAL, HANK**
Western Roundup
KSEL, Lubbock, Tex.
- HARRELL, JACK**
WOBS, Jacksonville, Fla.
Jamboree
- HARRELSON, JIM**
Alarm Clock Club
WPAQ, Mt. Airy, N. C.
- HARRIS, BILL**
Little Willie Show
WFOR, Hattiesburg, Miss.
- HARRIS, BOB**
Record Party
KPET, Lamesa, Tex.
- HARRIS, HERB**
Peoples Choice
WQXI, Atlanta, Ga.

— H —

- HAAFTEN, VAN**
Van's Night Club
KOA, Denver, Col.
- HADLEY, JUNE & DOUG**
Wake Up M.C.
WNAR, Norristown, Pa.
- HAGGART, IRVING**
The Minute Man
WEDF, Flint, Mich.
- HAHL, FRED**
Showcase
WTOG, Toledo, Ohio

Disc Jockeys—Radio-Television

- HARRIS, WAANE**
Parade of Records
WGRT, Roanoke Rapids, N. C.
- HARRISON, BRAD**
You Name It
KSTL, St. Louis, Mo.
- HARRISON, JACK**
Old Record Shop
WGRD, Grand Rapids, Mich.
- HARRISON, JOHN**
Jo the DJ
WXL, Royal Oak, Mich.
- HARRISON, MEL**
KWBN, Ft. Smith, Ark.
Serenade
- HARRISON, RAY**
KSO, Des Moines, Iowa
- HARROLD, JIM**
Alarm Clock Club
KOPR, Butte, Montana
- HARTLEY, JAMES**
Hillbilly Hitparade
WGGY, Gainesville, Ga.
- HARTZELL, RICHARD**
WBFP, Lock Haven, Pa.
- HARVEY, BILL**
Twilight on the Train
KRRI, Lewiston, Ida.
- HARVEY, JACK**
Rhythm by Request
WCAM, Camden 1, N. J.
- HARVEY, PAT**
Music You Like
KHM, Hannibal, Mo.
- HARVEY, TOM**
Hi Ladies
WVCH, Chester, Pa.
- HARSHAW, DICK**
WISF, Asheville, N. C.
Sunrise Serenade
- HATHER, WILSON**
Clash of the Crooners
WLOF, Louisville, Ky.
- HAWKINS, BOB**
Teen Time Time
KWJB, Globe, Ariz.
- HAWLEY, R. BERNARD**
Top O' The Morning
KOFO, Ottawa, Kansas
- HAYES, BRUCE**
Disc & Data
WRR, Dallas, Tex.
- HAYNES, FRANK**
Jive Junction
WPEF, Panama City, Fla.
- HEATON, F. JAMES**
Times Along The Trail
KVCB, Great Bend, Kansas
- HEATON, JACK**
Teen Time Times
KNEM, Nevada, Mo.
- HEBENSTREIT, CARL**
KWWR, Walla Walla, Wash.
- HECKMAN, FRED**
WENE, Binghamton-Endicott,
N. Y.
- HEDGE, JIM**
Spinner Sometim
KHON, Santa Cruz, Cal.
- HEEDER, PAUL**
KNGS, Hanford, Cal.
- HEFFERNAN, WILLIAM B.**
WLOS, Baton Rouge, La.
- HEINEMAN, SLAM**
Rise & Shine
WFVC, Alma, Mich.
- HELDMAN, ERNIE**
Record Review
KWRE, Warrenton, Mo.
- HELGESON, BOB**
Friendly Time
KSOO, Sioux Falls, S. D.
- HELLER, PHYLLIS**
Lullabies with Lucious
KPAE, Taylor, Tex.
- HENDERSON, SKITCH**
WNBC, New York, N. Y.
- HENDRICKS, RICK**
Saturday Swing
KAWT, Douglas, Ariz.
- HENKE, GEORGE**
WPEC, Miami, Fla.
- HENLEY, LARRY**
Trap Cat, Night Walk 1400
Club
WJZM, Clarksville, Tenn.
- HENNING, BILL**
Best By Request
WTNB, Birmingham, Ala.
- HENKODBERRY, ROBERT**
WBEU, Pittsfield, Mass.
- HENRA, OLLIE**
After Hours
WHR, Bloomington, Ill.
- HENSON, DOUG**
Breakfast Jamboree
WMM, Philadelphia, Pa.
- HERMAN, BERNIE**
Sun Dial
WMAW, Indianapolis, Ind.
- HERMAN, LAURE**
KWAD, Wadena, Minn.
Times for Teens
- HERMAN, ORVAL**
WWWF, Fayette, Ala.
Dinner Bell Roundup
- HERRING, BILL**
KWTX, Waco, Tex.
- HEKINGTON, BOB**
1210 Club
WFOY, St. Augustine, Fla.
- HERSON, BILL**
Timekeeper
WRC, Washington, D. C.
- HESINGTON, CHUCK**
Million Dollar Ballroom
KWPQ, Springfield, Mo.
- HETHERINGTON, JOHN**
The Clock Winder
ROY, Phoenix, Ariz.
- HIBDON, MILT**
Kick Kicks
KTRB, Modesto, Cal.
- HICKMAN, ELMER**
Mountain Music Time
WVAY, Oak Hill, W. Va.
- HICKOCK, BILL**
Alarm Clock Club, Orono
House
WXXW, Albany, N. Y.
- HICKOK, LACY**
WBAV, Cleveland, Tenn.
- HICKS, JOHANNA**
Noontime on the Radio
KEDQ, El Paso, Tex.
- HIGGINS, BILL**
Jan for Supper
KICD, Spencer, Iowa
- HIGHPOCKETS**
Western Request
KSWA, Graham, Tex.
- HILKER, BOB**
WLTG, Gastonia, N. C.
- HILL, CAL**
1230 Club
KNPT, Newport, Ore.
- HILL, DICK**
Hit the Desk
WPSV, Claremont, New Hamp-
shire
- HILL, EDDIE**
Let's Make Music
WRR, Dallas, Tex.
- HILL, MARCUS**
KYLE, Alpine, Texas
- HILL, ROBERT**
Platter Club
WANE, Ft. Wayne, Ind.
- HUNDMAN, WILLIAM**
Platter Mate
WCOL, Columbus, Ohio
- HIRSCH, WOODY**
KLTVA, Melody Ranch
KUTA, Salt Lake City, Utah
- HINSON, GLENN**
Madbag
WJAG, Nookalee, N. Car.
- HOBBIE, CHARLES**
Mr. Hobbin' at Me
KWBC, Ft. Worth, Tex.
- HOBBES, RUD**
Budd Hobbs Show
KNXA, Sacramento, Cal.
- HOBS, JIM**
WORD, Spartanburg, S. C.
- HODGES, PAUL**
WKRC, Cincinnati, Ohio
- HOFFMAN, WM. M.**
Housewife Requests
WPAV, Portsmouth, N. H.
- HOGAN, ED**
WFAA, Dallas, Texas
- HOGAN, JAY**
KRDD, Dallas, Texas
- HOGAN, MARTA**
Merry Go-Round, WCFL, Open
House, WAAF
Chicago, Ill.
- HOOGATT, JACK**
Just Released
KTF, Yakima, Wash.
- HOLEN, DON**
You're the Doctor
KRJF, Miles City, Montana
- HOLLAND, BOB**
WMOU, Berlin, New Hamp-
shire
- HOLLANDSWORTH, DENNIS**
WWRN, Beckley, W. Va.
- HOLLORAN, LAYR**
Twinkle Time
KRJF, Miles City, Montana
- HOLLER, CARL**
WDYK, Cambridge, Md.
- HOLLISTER, RICK**
Musical Clock
WAVB, Jacksonville Beach,
Fla.
- HOLMAN, KNOX**
Fad-stall Serenade, Woman's
Headown
WSEA, Montgomery, Md.
- HOLMES, CHARLES J.**
Holmes & Haylett
WBTM, Danville, Va.
- HOLMSEN, DICK**
WILM, Wilmington, Del.
- HOLMES, JOHN**
Johnny Holmes Show
KOME, Tulsa, Okla.
- HOLMES, TED**
Sleepytime Express
WBRK, Pittsfield, Mass.
- HOOPS, JOHN**
People's A-F Request
WTNS, Coshocton, Ohio
- HOOPER, DON**
KUP, Durango, Col.
- HOPKINS, WES**
Young 920 Club
WTTM, Trenton, N. J.
- HORN, BOB**
Valley Forge Stardust Time
WPHL, Philadelphia, Pa.
- HORNBACK, JOHN J.**
1100 Club
WPAV, Portsmouth, Ohio
- HORNBECKER, HARRY**
WODL, East Liverpool, Ohio
- HORNE, TANCUL**
WGNI, Wilmington, N. C.

Disc Jockeys—Radio-Television

- HORSTMAN, BETTY ANN**
Director of Women's Activities
WIMG, Dayton, Ohio
- HORVATH, STEVE**
KXO, El Centro, Cal.
- HOSKINS, ROBERT**
Tune Town
KVCV, Redding, Cal.
- HOSKINS, TROY**
Western Jamboree
KOMA, Oklahoma City, Okla.
- HOUK, DON**
WPTW, Piqua, Ohio
- HOWARD, BOB**
Coffee Club
WKOW, Madison, Wis.
- HOWARD, DALE**
KVOX, Moorhead, Minn.
- HOWARD, DON**
KSDO, San Diego, Cal.
- HOWARD, HARRY**
Jam & Jive
WNAG, Grenada, Miss.
- HOWARD, HARRY**
KRLC, Lewiston, Ida.
- HOWARD, MALCOLM**
Timekeeper & Prevue Room
WTRY, Troy, N. Y.
- HOWARD, STAN**
Stan, the Record Man
WIKK, Erie, Pa.
- HOWARD, WILLIAM**
Club Matinee
WBTM, Danville, Va.
- HOWELL, DON**
Top Twenty
WDSU, New Orleans, La.
- HOWLETT, BILL**
KVNI, Coeur d'Alene, Idaho
- HOWRIGAN, CAL**
Tune O
WPCF, Panama City, Fla.
- HUBBARD, DAVE**
KFXM, San Bernardino, Cal.
- HUBBELL, BOB**
Musical Matinee
WJOL, Joliet, Ill.
- HUBBELL, HARRY**
WILM, Wilmington, Del.
- HUDSON, BOB**
Club Coeur d'Alene
KVNI, Coeur d'Alene, Idaho
- HUDSON, HARVEY**
Harvey Hudson Show
WLEE, Richmond, Va.
- HUFF, ROD**
Stardust in the Afternoon
WBRY, Waterbury, Conn.
- HUGGINS, HANK**
No Name Show
WENK, Union City, Tenn.
- HUGHES, JIM**
Afternoon Affair
WBCT, Union, S. C.
- HUGHES, RUSH**
WKAT, Miami Beach, Fla.
- HUGHES, TOM**
Mailbag
WSLS, Roanoke, Va.
- HULBERT, "HOT ROD"**
WDIA, Memphis, Tenn.
- HULL, DICK**
WFRP, Savannah, Ga.
- HULL, DOC**
Sleepwalkers' Serenade
KVOO, Tulsa, Okla.
- HUMPHRIES, DALE**
Off The Record
WWST, Wooster, Ohio
- HUNT, MEL**
1450 Club
WLAY, Muscle Shoals, Ala.
- HURST, ED**
950 Club
WPEN, Philadelphia, Pa.
- HURST, WILSON**
It's Your Party
KTHS, Hot Springs, Ark.
- HUSING, TED BANDSTAND**
WMGM, New York, N. Y.
- HUTCHINS, BAILEY**
WAZF, Yazoo City, Miss.
Darkness on the Delta
- HUTCHINSON, JOHNNY**
1340 Platter Party
WGAU, Athens, Ga.
- HUTCHINSON, BOB**
KXIC, Iowa City, Iowa
- HUTCHINSON, JIM**
Music Shop
KXJK, Forrest City, Ark.
- HYDER, JOE**
Rhythm at Random
WHOB, Gardner, Mass.
- I —
- IDE, CARL**
Carl Ide Calling
WNJR, Newark, N. J.
- IHLENFELD, WARREN**
Take It Easy
WISR, Butler, Pa.
- INGSTAD, BOB**
KQVC, Valley City, N. D.
- IRVING, PAUL**
Midnight Flyers
WEDC, Chicago, Ill.
- IRWIN, KENNETH**
KODL, The Dalles, re.
- J —
- JACKSON, KEN**
Cowboy Capers
KPUG, Bellington, Wash.
- JACKSON, SANDY**
KOWH, Omaha, Nebr.
- JACKSON, TED**
Sunshine Time
WINR, Binghamton, N. Y.
- JAEGER, BILL**
WBOC, Salisbury, Md.
- JAMES, ALLEN**
Melody Mill
WRFD, Worthington, Ohio
- JAMES, DON**
KRIO, McAllen, Tex.
- JAMES, ED**
Polka Parade
WCDD, Carbondale - Honesdale, Pa.
- JAMES, LES**
WLTC, Gastonia, N. C.
- JAMES, ROBERT**
WSTV, Steubenville, Ohio
- JAMES, STEVE**
WBMS, Boston, Mass.
- JAMISON, RUSS**
Here's Jamison
KMED, Medford, Ore.
- JARVIS, JOHN**
Musical Nitecap, Ivin' with Jarvis
KXEO, Mexico, Mo.
- JEFFERS, "Sleepy"**
Magic Valley Jamboree
WTIP, Charleston, W. Va.
- JENNINGS, AL**
Hillbilly Spotlight
WCCP, Savannah, Ga.
- JENSEN, PAUL**
Paul's Platter Party
KOLN, Lincoln, Nebr.
- JERRELL, HENRY**
Morning Matinee
WHIT, New Bern, N. C.
- JESEE, BLAIR**
You Name It
WLAQ, Rome, Ga.
- JEWELL, JAMES**
Rhythm at Random
KONP, Port Angeles, Washington
- JEWELL, WAYNE**
Eight O'Clock Date
KSDN, Aberdeen, S. D.
- JIM, CRACKER**
WMIE, Miami, Fla.
- JOBES, N. JAMES**
The Drag
KOFO, Ottawa, Kansas
- JOHNSON, CLIFF**
Cactus Jack Show
KLX, Oakland, Cal.
- JOHNSON, CLYDE**
Harmony House
WATW, Ashland, Wis.
- JOHNSON, DAVE**
Dinner Music
KYOR, Blythe, Cal.
- JOHNSON, EDDIE**
Record Shop
WTRF, Bellaire, Ohio
- JOHNSON, GLEN**
WLPO, LaSalle, Ill.
- JOHNSON, IRWIN**
Early Worm
WBNS, Columbus, Ohio
- JOHNSON, KARL**
Home Folks Hour
KDIX, Dickinson, North Dakota
- JOHNSON, LEN**
Music Moods
WKIB, Iron River, Mich.
- JOHNSON, ROBERT**
On The Beam
KORA, Bryan, Texas
- JOHNSON, TRAVIS**
Blue Dreamer
WIRK, West Palm Beach, Fla.
- JOHNSON, WALLY**
Platter Parade
KFEQ, St. Joseph, Mo.
- JOHNSTON, DOC**
Date With Doe
KBIR, Knoxville, Tenn.
- JOHNSTON, PAUL**
Open House
KGZ, Kalispell, Montana
- JOHNSTON, RUSTY**
Harmony House
KWEL, Kennewick, Wash.
- JONES, AL**
Jones Jive Joint
WBR, Dallas, Tex.
- JONES, BOB**
Groans by Jones
WGBG, Greensboro, N. C.
- JONES, BOB**
Disc Derby
KFAB, Omaha, Nebr.
- JONES, MAL**
1010 Club
WAFP, McComb, Miss.
- JONES, ROD**
Rod's Rollicking Record Review
WJNC, Jacksonville, N. C.
- JONES, JR., VERLE**
Ladies' Matinee
- JORDAN, BILL**
Saturday Swingtime
WBAD, Indiana, Pa.
- JOSEPH, EDDY**
WFLD, Niagara Falls, N. Y.
- JOSEPH, HUGH**
Alarm Clock
WIMA, Lima, Ohio

Disc Jockeys—Radio-Television

JOSLIN, GENE
1420 Club
KJCK, Junction City, Kansas

JOURNEAY, TOM
Blue-Boomer & Boogie
KALB, Alexandria, La.

JUNKERT, BOB
ROYC, Valley City, N. D.

JURGANS, ROYAND
WHBB, Selma, Ala.
Hinner Date

— K —

KABER, RUSS
KVOX, Moorhead, Minn.

KANE, ART
Juke Box Review
WOPW, Nashville, New Hamp-
shire

KANE, PHIL
Request-fully Yours
WGBZ, Detroit, Wis.

KARNOW, DICK
Melody Time
WBYV, Plattsburg, N. Y.

KARVER, WALLA
Kofler Korner
WGPA, Bethlehem, Pa.

KASPERIAN, ANDY
Top of the Morning
KVEE, San Luis Obispo, Cal.

KAUFMAN, ARNOLD
Chin-Kwason Jamboree
WMBM, Miami Beach, Fla.

KAYANAGH, WALT
ROWH, Omaha, Neb.

KAYANAGH, DANIEL
Mad Day Melodies
WNEZ, Saranac Lake, N. Y.

KAY, BOB
Disc Jockey Ginfest
WAVE, Louisville, Ky.

KEANE, ED
Keane's Rumpus
KGBS, Harlingen, Tex.

KEARCE, CECIL
WRGA, Rome, Ga.

KEARNEY, GEKALD
Time Factory
WFEA, Manchester, N. H.

KEYTON, BILLY
WGR, Buffalo, N. Y.
Mornin' with Keaton

KEEP, BARNEY SHOW
KEX, Portland, Ore.

KEETH, BOB
Bob Keith Show
WLOF, Orlando, Fla.

KEITH, CARROL
Rodeo Roundup
WRFD, West Point, Ga.

KELLAS, SHERTON
Platter Parade
WJNC, Jacksonville, N. C.

KELLA, BLAUR
Club 1430
WVAM, Altoona, Pa.

KELLA, BOB
Music That Wins
WHPG, Green Bay, Wis.

KELLA, DAN
1400 Club
WRDO, Augusta, Me.

KELLA, WARREN
Musical Clock
WGR, Buffalo, N. Y.

KENNEDY, BOB
Swing Session
WHB, Kansas City, Mo.

KENNEDY, DON
Day Is Done
WBVP, Beaver Falls, Pa.

KENNEDY, MICHAEL
Kennedy's Korner
KTOW, Oklahoma City, Okla.

KENNEDY, TERRY
Spins and Needles
WBK, Battle Creek, Mich.

KENT, ALAN
WOR, New York, N. Y.

KENYON, WAYNE
KFPD, Amarillo, Tex.

KEOUGH, DAN
Serenade That's New
KXKL and KXKK FM, Dallas,
Texas

KERCE, RED
Hillbilly Jamboree
WTNT, Tallahassee, Fla.

KERR, BOB
Music 'Til One
KPKK, Springfield, Mo.

KERSHAW, ART
Platter Parade
WRIB, Providence, R. I.

KIBBY, GORDON
Anything Goes
WFER, Grand Rapids, Mich.

KILEY, RUL
Musical Meliner
KONO, San Antonio, Tex.

KILGUS, LEW
Mason County Matinee
WFTM, Maysville, Ky.

KILLEBREW, DICK
All Request Hour
WELR, Roanoke, Ala.

KIMBALL, CHICK
Dixieland Jazz
WLOP, Louisville, Ky.

KIMBALL, EMERSON
Kimball's Korner
WCOL, Columbus, Ohio.

KINDELL, TOM
Request Time
WJVB, Jacksonville Beach,
Fla.

KING, AL
KTOP, Topeka, Kansas

KING, PULETON
Coffee Pot
WTON, Staunton, Va.

KING, GLEN
Glen King show
KEX, Oakland, Cal.

KING, RAMON
Kings Music
KABC, Tulsa, Okla.

KING, W. O.
Harmony Lane
WTOP, Savannah, Ga.

KING, WALLA
Top of the Morning, Nob Hill
Rover
KSPQ, San Francisco, Cal.

KIRBY, BILL
Coffee Time, E340 Club
WHEB, Washington, N. C.

KIRBY, BOB
Saturday Session
WLAJ, Grand Rapids, Mich.

KIRK, DON
WEOL, Logan-Elyria, O.

KIRK, MORIE
Let's Get Together
WCBC, Anderson, Ind.

KIRKMAN, JOHN
WSAP, Portsmouth, Va.
Coffee Club

KIRKWOOD, JOHN
Mostly Music
KGGM, Albuquerque, N. M.

KISER, JIMMY
Lincolnton with Music
WSOC, Charlotte, N. C.

KLYVAN, GENE
Capital Punishment
WTOP, Washington, D. C.

KLEIN, ED
Stars in the Night
KLAS, Las Vegas, Nevada

KLEIN, ED
Cousin Ed Show
WXXL, Peoria, Ill.

KLIVEN, LES
Mid Afternoon Toot Time
KLPW, Minot, North Dakota

KNIGHT, AL
At Knight All Night
KFTO, San Bernardino, Cal.

KNIGHT, ALLAN
Allen Knight Time
WXGI, Richmond, Va.

KNIGHT, DICK
KYNO, Fresno, Cal.

KNIGHT, FRANK
Rise & Shine
WARE, Ware, Mass.

KNOWLES, DICK
Sooner Sabetum
KNOR, Norman, Okla.

KNOX, BOB
Jumpin' at the Record Shop
WIRG, Philadelphia, Pa.

KOBAK, ED
Kobak's Korner
WTWA, Thomson, Ga.

KOLBY, CARL B.
Korn Korner
WHIS, Bristol, Conn.

KOPRIEK, EDWARD
At Your Request
WWGP, Sanford, N. C.

KOYACIC, FRANK
Jukebox Jamboree
KMVI, Waukegan, Minn.
Hawaii

KOYACS, ERNIE
Kulce with Koyacs
WTTM, Trenton, N. J.

KRAHLIN, BOB
WHBB, Canton, Ohio

KRANE, HARRY
Musical Clock
WHBY, Appleton, Wis.

KREIGHLER, PHIL
Disc Derby
KPRC, Columbia, Mo.

KRELL, FRED
Krell's Karneyd
WSAM, Saginaw, Mich.

KREUGER, RALPH
Contrasts
WWJG, Hornell, N. Y.

KRIESE, RUSE
Juke Box Review
KSDN, Aberdeen, S. D.

KUBERT, BOB
Classichettes
WORZ, Orlando, Fla.

KUNZ, CARL J., JR.
Just Off Broadway
WHAZ, Troy, N. Y.

KUSHEL, MEL
Record Party
WHRR, Hanover, Pa.

KUTAN, DICK
Rise and Shine
WSAL, LoganSPORT, Ind.

— L —

LACY, JACK
Listen to Lacy
WINS, New York, N. Y.

LADD, ED
Wake Up with Pat
WPAF, Paterson, N. J.

LAFLER, ALAN
Kornbed Matinee
WCPB, Tarboro, N. C.

LAMB, BILL
Jam for Breakfast
WBBC, Flint, Mich.

Disc Jockeys—Radio-Television

- LAMB, LESLIE H.**
1340 Club
WKIC, Hazard, Ky.
- LaMERE, ROY**
Your Boy Roy
WFHR, Wisconsin Rapids,
Wis.
- LAMM, CARL**
Down Smithfield Way
WCKB, Dunn, N. C.
- LANAGAN, JAMES**
Clockwatcher
WNBH, New Bedford, Mass.
- LANDEES, BOB**
Melody Ballroom, Bob Lan-
ders Show
WFBR, Baltimore, Md.
- LANDFEAR, DEAN**
Off The Record
WMT, Cedar Rapids, Iowa
- LANE, HAL**
WGNV, Newburgh, N. Y.
- LANE, LARRY**
WHBO, Tampa, Fla.
- LANG, BOB**
Around the Town
KPOA, Honolulu, T. H.
- LAPAN, DON**
Open House
KTRB, Modesto, Cal.
- LARKIN, JACK**
Recording Secretary
WLIN, Merrill, Wis.
- LARSEN, BOB**
Coffee Club, Melody Mer-
chant
WEMP, Milwaukee, Wis.
- LARSON, PAUL**
Timekeeper
WNEB, Worcester, Mass.
- LARSON, RAY**
Wake Up Montana
KXLF, Butte, Mont.
- LASK, BILL**
KDD, Dumas, Tex.
Tumbleweed Tempos
- LaVANAWAY, CHARLES**
KOOS, Coos Bay, Ore.
- LAWLER, JIM**
You Asked For It
WKOW, Madison, Wis.
- LAWLEY, LEE**
Nite at the Ranchhouse
KGER, Long Beach, Cal.
- LAWRENCE, JACK**
Open House
WIRL, Peoria, Ill.
- LAWSON, RALPH**
This—We Liked
WHFB, Benton-Harbor, Mich.
- LAZZERI, JOE**
Hillbilly Hoedown
KLVT, Levelland, Tex.
- LEACH, BOB**
WRUF, Gainesville, Fla.
- LEAHY, TOM**
Band Stand
KAKE, Wichita, Kansas
- LEANY, WILL**
Leany's Record Ranch
WSA, Cincinnati, Ohio
- LEE, BOB**
Lee's Waxworks
KCOK, Tulare, Cal.
- LEE, BRUCE**
Listen to Lee
WHIT, New Bern, N. C.
- LEE, DAVE**
WLOK, Lima, O.
- LEE, DICK**
WHFB, Benton Harbor, Mich.
- LEE, DRAGGIE**
Jive at Five
KSIJ, Gladewater, Texas
- LEIGHTON, GEORGE**
WROW, Albany, N. Y.
- LEIGHTON, JERRY**
Datin' with Leighton
WSAZ, Huntington, W. Va.
- LEMOND, LYN**
1490 Club
WPLI, Jackson, Tenn.
- LeMASTER, WALTER**
Sagebrush Serenade
KOKC, Keokuk, Iowa
- LEMER, BILL**
601 Club
KWYO, Sheridan, Wyo.
- LENNHOFF, JACK**
Best on Wax
WLGR, Torrington, Conn.
- LERRIEUX, GENE**
KOPO, Tucson, Ariz.
- LEWIS, CARL**
Request Matinee
KCOW, Alliance, Nebraska
- LEWIS, HAL**
J. Aku Head Pupule
KHON, Honolulu, T. H.
- LEWIS, JACK**
KGFV, Kearney, Nebr.
- LEWIS, JACK**
Timekeeper
WMBG, Richmond, Va.
- LEWIS, WALTER**
WBAT, Marion, Ind.
- LIBUTTI, GEORGE**
Melody Matinee
WRNY, Rochester, N. Y.
- LIEBECK, HERB**
Alarm Clock Club
KWAK, Stuttgart, Ark.
- LIEBMANN, RANDY**
Say It With Music
KEEN, San Jose, Cal.
- LILES, CHARLIE**
Midnight Dance Party
WFUN, Huntsville, Ala.
- LIND, ELLIS**
Three Alarm
KSTN, Stockton, Cal.
- LINDBERG, WALLY**
Melody Rangers
KLER, Rochester, Minn.
- LINDLEY, ERRILL**
Listen with Lindley
KODI, Cody, Wyoming
- LINDNER, VINCE**
Memos to the Ladies, Juke
Box Jamboree
WNAE, Norristown, Pa.
- LINDSAY, WILSON**
WAMS, Wilmington, Del.
- JIM LINDSEY**
Club 990
KTRM, Beaumont, Texas
- LING, MIKE**
First Call
KSTA, Coleman, Texas
- LINN, BANDEL**
At Home with Bandel Linn
WSPB, Sarasota, Fla.
- LINVILLE, BOB**
WCAE, Pittsburgh, Pa.
- LIVORIO, BOB**
WKPA, New Kensington, Pa.
- LLOYD, FREDERICK**
KOMO, Seattle, Washington
- LOCKHART, H**
WLOA, Braddock, Pa.
- LOCKWOOD, GLENN L.**
Midnight Special
KXLK, Gt. Falls, Montana
- LOERKE, WAYNE**
After Hours
KRUL, Corvallis, Ore.
- LOGAN, JIM**
1240 Club
WWCO, Waterbury, Conn.
- LOGAN, JOHNNY**
Platter Party
KCTI, Gonzales, Tex.
- LOHMEIER, BILL**
930 Club
WSLI, Jackson, Miss.
- LOLLAR, SAM**
Sunrise Serenade
WTJS, Jackson, Tenn.
- LONESOME GAL**
B. Nov. 4, Dallas, Tex.
Lonesome Gal Show, KHJ—Mu-
tual Don Lee
- LONG, BOB**
1240 Club
KRDU, Dinuba, Cal.
- LONG, CLINT**
Sepia Serenade
WFOT, Wilson, N. C.
- LONG, D. H. (Buck) JR.**
Buck's Back Room
WABB, Mobile, Ala.
- LONG, KENNETH**
WGAN, Portland, Me.
- LONGACRE, JAY**
WBAT, Marion, Ind.
- LOW, HOLLAND**
Pick A Number
WIDE, Biddeford, Me.
- LOWE, JACKSON**
1260 Club
WWDC, Washington, D. C.
- LOWERY, BILL**
WGST, Atlanta, Ga.
- LUCAS, BEN**
WRGA, Rome, Ga.
- LUCK, LUCKY**
Wake up Hawaii
KPOA, Honolulu, T. H.
- LUECK, KEN**
WNDB, Daytona Beach, Fla.
- LUND, DAN**
WFRP, Savannah, Ga.
- LUPU, JIM**
Study Party
WLAQ, Rome, Ga.
- LUPTON, JOHNNY**
Johnny Lupton's Matinee
WLAN, Lancaster, Pa.
- LURIA, OSCAR**
WEPM, Martinsburg, W. Va.
- LUTON, J. D. TINY**
Tiny Luton Show
KVRG, Arkadelphia, Ark.
- LYNCH, BILL**
Hi Neighbor
KFRB, Fairbanks, Alaska
- LYNN, BOB**
The Bob Lynn Show, Dream-
buster Show
WIOD, Miami, Fla.
- LYNN, FRED**
Musical Clock
KGBX, Springfield, Mo.
- LYNN, NICKI**
WJLD, Eassmer, Ala.
- LYONS, JACK**
Hillbilly Bandwagon
KSG, Crowley, La.
- LYONS, JIMMY**
KNBC, San Francisco, Cal.

— Mc —

- McALLISTER, ROY**
Rambling with Roy
WRLD, West Point, Ga.
- McBRIDE, DICK**
Americana
WPAD, Paducah, Ky.
- McBRIDE, FORREST**
WIRJ, Humboldt, Tenn.
- McBRIDE, JOAN**
Tops In Pops
KCFH, Cuero, Texas

Disc Jockeys—Radio-Television

- McCABE, TOM**
KANA, Anaconda, Montana
- McCALL, ED**
1490 Club Music for Dreaming
WMCN, Morgantown, N. C.
- McCAN, BOB**
Wax Works
KBMY, Billings, Montana
- McCARTY, DON**
Outer Drive
WCFL, Chicago, Ill.
- McCARTHY, RED**
Platter Chatter
WHGB, Harrisburg, Pa.
- McCALEY, JOE**
Dawn Patrol
WIP, Philadelphia, Pa.
- McCLELLAN, CHARLIE**
920 Club
WWVR, Russellville, Ala.
- McCLELLAN, JOHN**
Ranchhouse Roundup
WMLL, Milwaukee, Wis.
- McCLANAHAN, STEELE**
McClanahan Again
KBOR, Brownsville, Texas
- McCLOSKEY, DICK**
Alarm Clock
KANE, New Bern, N. C.
- McCLOY, BILL**
McCloy's Madhouse
KWNW, Wenatchee, Wash.
- McCLOY, RONNIE**
KPEL, Kiloeye, Club
KPEL, Denver, Col.
- McCMBER, JERRY**
The Motember Show
KRKL, Kirkland, Wash.
- McCNE, BOB**
780 Serenade
WJAG, Norfolk, N. C.
- McCURA, HOWARD**
Country Boy Program
WSTP, Salisbury, N. C.
- McDANIEL, GRANT**
The Night Owl
KGEM, Boise, Ida.
- McDANIEL, CLARENCE**
The Bronze Voice
WJXZ, Miami Beach, Fla.
- McDONALD, JIM**
WKWK Wheeling, W. Va.
- McDONNELL, STEWART**
Slew McDonnell Time
WIMS, Michigan, Ind.
- McDONOUGH, JIM**
Make Your Own Music
WHUT, Hudson, N. Y.
- McDUGALL, BILL**
KSTT, Sulphur Springs, Tex.
- McELROY, ED**
Mac the Melodyman
RO-O Salem, Ore.
- McFADDEN, JIM**
Your Request
KGIW, Amona, Cal.
- McGRATH, EDWARD**
Morning Serenade
WHDL, Ocean, N. Y.
- McGUCKIN, BILL**
Everybody's Music
KCMJ, Palm Springs, N. Y.
- McHALE, BOB**
WSCR, Scranton, Pa.
- McINTOCH, SID**
Thrifty Scotchman
KTFY, Brownfield, Texas
- McINTYRE, JIM**
The Jim McIntyre Show
WINN, Louisville, Ky.
- McKAGUE, JIM**
Night Owl
KFXL, Grand Junction, Col.
- McKASSEN, CHUCK**
Hillbilly Jamboree
WGBF, Evansville, Ind.
- McKENZIE, ED**
Jack the Bellboy
WJBC, Detroit, Mich.
- McKINNEY, JAMES**
WMIX, Mt. Vernon, Ill.
- McKINNON, BOB**
1050 Club
Alexander City, WRFS, Ala.
- McLAIN, DEAN**
Hillbilly Disc Jockey
KWRC, Ft. Worth, Tex.
- McLANE, BROADUS**
Open House
WKLY, Hartwell, Ga.
- McMASTER, JAY**
Sports Matinee
WMEX, Boston, Mass.
- McMENAMIN, GEORGE**
Marbag Matinee
WHDL, Ocean, N. Y.
- McNAMEE, JIM**
WMRA, Marble Beach, S. C.
- McNEELY, MARTY**
Marty's Party
WJMO, Cleveland, Ohio
- McNEHILL, JOE**
WSFC, Somerset, Ky.
- McNEW, DAN**
Cuzzin Clem
WJPO, Chattanooga, Tenn.
- McRAE, DUANE**
Breakfast in Bedlam
KROY, Sacramento, Cal.
- McWHORTER, DONALD**
WMMN, Fairmont, W. Va.

— M —

- MABRY, DICK**
A Man & His Music
WDBK, Cleveland, Ohio
- MacDONALD, KEN**
FM Club
WPAG, Ann Arbor, Mich.
- MACK, BERNIE**
Club 610 Big Top Ten
WMUR, Manchester, New Hampshire
- MACK, BILL**
Mack's Melody Matinee
KLAN, Amarillo, Texas
- MACK, ED**
Vivon Patrol
KPRB, Fairbanks, Alaska
- MACK, JIMMY**
Mid-Afternoon Potpourri
WHFB, Benton Harbor, Mich.
- MACK, JOHNNIE**
All Request Jamboree
KBOA, Kennett, Mo.
- MacKENNIE, BILL**
WHDL, Bradenton, Fla.
- MACKEY, BOB**
Show Train
WEAT, Lake Worth, Fla.
- MacNEAL, CARROL**
WMOU, Berlin, New Hampshire
- MADISON, LARRY**
Larry's Thriftable
KYRS, Rock Springs, Wyo.
- MAEL, MERRILL**
Morning Mael
KENT, Anchorage, Alaska
- MAGERA, GEORGE**
Off the Record
WJAY, Milline, S. C.
- MAGILL, MAURY**
Maury Magill Show
WBBW, Youngstown, Ohio
- MAGRUDER, LEONARD**
Last Call for Music
WBCT, Union, S. C.
- MAGUIRE, TOM**
Uncle Tom's Cabin
WCEN, Cambridge, Md.
- MAHONEY, M.**
Sincerely Yours
WPKY, Princeton, Ky.
- MALLETT, CHUCK**
Tok Tok Club
WFLO, Farmville, Va.
- MAIS, E. MARIE**
Spotlight on Stars
WHBI, Newark, N. J.
- MALLAERY, LEO**
Club 800
WHTN, Huntington, W. Va.
- MALLICOAT, AL**
Lunchon Serenade
KGER, Long Beach, Cal.
- MALLOV, LES**
KVA, San Francisco, Cal.
- MALONE, PAT**
Artist in Music
WHAK, Rogers City, Mich.
- MANDEL, SID**
Spinning 'n' Chinning
KGST, Fresno, Cal.
- MANGINI, JOHNNY**
The Record Shop
WRBS, Oyster Bay, N. Y.
- MANN, DAVE**
Breakfast Show
WLYN, Lynn, Mass.
- MANNING, ART**
1370 Club
WRGK, Jessup, Ga.
- MARBLE, DANA**
Sunside Serenade
KVEN, Ventura, Cal.
- MARCH, DICK**
Club 1190
WSCR, Winter Haven, Fla.
- MARCH, MILT**
Operation March
WMBM, Miami Beach, Fla.
- MARGRAFF, NORM**
Pitzz the Plumber
WMHL, Milwaukee, Wis.
- MARIANI, JOHN**
Yours By Request
WAYZ, New Haven, Conn.
- MARSHALL, BOB**
Party Line, Today's Top Five
WGBS, Miami, Fla.
- MARSHALL, DON**
WTAAW, College Station, Texas
- JERRY MARSHALL & BURT WAANE**
Music Hall
WNEW, New York, N. Y.
- MARTELL, WALT**
Musical Clock
KWAT, Watertown, S. D.
- MARTI, RUDI**
Varsity Time
KPDN, Pampa, Tex.
- MARTIN, BOB**
Record Rack
KBOR, Brownsville, Texas
- MARTIN, FRANK**
Martin's Music Shop
WLEI, Erie, Pa.
- MARTIN, FRED L.**
Sunside of the Street
1450 Club
WHCT, Holland, Mich.
- MARTIN, GEORGE**
McBag Show
WMMP, McMinister, Tenn.
- MARTIN, HOWIE**
Wake up with Western
KTMU, McAlester, Okla.
- MARTIN, JOHNNY**
WERD, Atlanta, Ga.

Disc Jockeys—Radio-Television

- MARTIN, MIKE**
WVLC, Lexington - Versailles, Ky.
- MARTIN, ROBERT**
Dancing Party
KWCR, Cedar Rapids, Iowa
- MARTIN, RONALD**
Skyline Patrol
WVFR, High Point, N. C.
- MARVIN, JACK**
The Jack Marvin Show
KRKL, Kirkland, Wash.
- MARTYN, BRUCE**
W500, Sault Ste. Marie, Mich.
- MASINGILL, LUTHER**
Sun Dial and Loafin' with Luther
WDEF, Chattanooga, Tenn.
- MASON, PAUL**
Tune Room
WHAN, Charleston, S. C.
- MASSEY, JON**
Musical Madhouse
WWDC, Washington, D. C.
- MATHEWS, PETE**
WPLH, Huntington, W. Va.
- MATHEWS, SAM**
KGKB, Tyler, Tex.
- MATNEY, DON**
Hillbilly Roundup
WHCC, Waynesville, N. C.
- MATT, CACTUS**
Cactus Matt
WEAM, Arlington, Va.
- MATTHEWS, DONNA**
WNAV, Annapolis, Md.
- MATTHEWS, LEE**
Band of the Day
WFUR, Grand Rapids, Mich.
- MAXWELL, BOB**
Bob Maxwell Show
WWJ, Detroit, Mich.
- MAYFIELD, ROBERT**
KRDD, El Paso, Tex.
- MAYHUGH, BILL**
Morning with Mayhugh
WGAY, Silver Spring, Md.
- MAYS, BILL**
KLIF, Dallas, Texas
- MAYS, JOHN**
Platter Party
KBOA, Kennett, Mo.
- MAZER, BILL**
Mazer's Matinee
WKBW, Buffalo, N. Y.
- MEACHUM, TED**
Record Parade
WJIG, Tullahoma, Tenn.
- MERRITT, LEE**
Musical Cloak
KTBB, Tyler, Tex.
- METCALF, BILL**
Club 1230
KEXO, Grand Junction, Col.
- METCALF, BUD**
Hi Jinks
WLIO, E. Liverpool, O.
- MEYERS, BILL**
Bill & Pete Show
KTMC, McAlester, Okla.
- MEYERS, PAUL L.**
WOHL, East Liverpool, Ohio
- MICHAELS, JAN**
Club 1080
WYRA, Buffalo - Kenmore, N. Y.
- MICHAELS, ALAN**
WHAT, Philadelphia, Pa.
- MICHEL, BOB**
Platter Party
WSYR, Syracuse, N. Y.
- MILAIR, ALAN**
Request Time
WKRT, Cortland, N. Y.
- MILLER, BILL**
In the Mood with Miller
WTAX, Springfield, Ill.
- MILLER, BING**
Grab Bag
WACE, Chicopee, Mass.
- MILLER, BOB**
Bandstand
WJTN, Jamestown, N. Y.
- MILLER, CLIFF**
Circle City Dance Time
KBUC, Corona, Cal.
- MILLER, IRV**
KBUN, Bemidji, Minn.
- MILLER, LEROY**
LeRoy Miller Breakfast Club,
Luncheon Club Show
WFLL, Philadelphia, Pa.
- MILLER, NOAH**
Morning with Miller
WBIW, Bedford, Ind.
- MILLER, RALPH**
WHBO, Tampa, Fla.
- MILLER, ROSS**
Juke Box Jingles
WTIC, Hartford, Conn.
- MILLER, VAN**
All Star Show
WFCB, Dunkirk, N. Y.
- MILLS, DICK**
Dick Mills Show
WPTR, Albany, N. Y.
- MILLS, JACK**
Musically Yours
KSIB, Creston, Iowa
- MILSOP, JOE**
Joe's Show
WCPA, Clearfield, Pa.
- MILTON, BOB**
The Bob Milton Show
KGLO, Mason City
- MIMS, CHARLES**
Hillbilly-Uncle Ugly
WJMX, Florence, S. C.
- MINSHALL, BILL**
Bill Minshall Show
KRMG, Tulsa, Okla.
- MINTOR, DAN**
Floor Show
WFEN, Findlay, Ohio
- MITCHELL, BILL**
Disc Jockey Jump
WJMW, Athens, Ala.
- MITCHELL, BILL**
Mitchell's Musical Morning
WRBL, Columbus, Ga.
- MITCHELL, BOB**
This is Mitchell
KTAE, Taylor, Tex.
- MITCHELL, BRUCE**
Breakfast Bandwagon, Main
Street Melodies
WHUC, Hudson, N. Y.
- MITCHELL, J. W.**
Hill Billy Hit Parade, Club
860
KSTF, Nacogdoches, Tex.
- MITCHELL, MARK**
Early Birds
WKBV, Richmond, Ind.
- MITCHELL, PAUL**
Morning Coffee Pot
WHOL, Allentown, Pa.
- MITCHELL, RAY**
KGEM, Boise, Ida.
- MILLER, PAT**
Request Party
WSSB, Durham, N. C.
- MOFFATT, RALPH**
Midnight in Minneapolis
WCCO, Minneapolis, Minn.
- MOHER, BILL**
Friendly Time
WDAY, Fargo, North Dakota
- MOHR, BUD**
Mailman's Matinee
KOWB, Laramie, Wyoming
- MONKMAN, BOB**
Nests Nest
WRJN, Racine, Wis.
- MONSON, PAUL**
Melody Express
WMAS, Springfield, Mass.
- MOONEY, JESSIE**
A Man & His Music
WDAR, Savannah, Ga.
- MONROE, GEORGE**
Musical Eye Opener
KFDM, Beaumont, Texas
- MONROE, JOE**
Joe Monroe Show
WWCA, Gary, Ind.
- MONROE, WILSON**
KKIN, Visalia, Cal.
- MONTGOMERY, BOB**
Smorgasbord-790
WEAU, Eau Claire, Wis.
- MONTGOMERY, BOB**
3:31 Club
WGBG, Greensboro, N. C.
- MOON, DICK**
WMBH, Joplin, Mo.
- MOONEY, FRANCES**
We Go Calling
WEGO, Concord, N. C.
- MOORE, BERT**
Musical Cloak
WMOX, Meridian, Miss.
- MOORE, DICK**
Dick's Corner
KGFF, Shawnee, Okla.
- MOORE, "GATEMOUTH"**
WDIA, Memphis, Tenn.
- MOORE, HAL**
WCAU, Philadelphia, Pa.
- MOORE, JACK**
Melody Shop
KAKC, Tulsa, Okla.
- MOORE, JIM**
Musical Lunch Counter
KGO, San Francisco, Cal.
- MOORE, RAY**
Western Swing Time, Odd Record
WETB, Johnson City, Tenn.
- MORAN, JACK**
Mailbag
WMON, Montgomery, W. Va.
- MORE, TOM**
Club 99, Jamhoree
WNQX, Knoxville, Tenn.
- MOREAU, AL**
WDHL, Bradenton, Fla.
- MOREY, BOB**
Teen Time Tunes
KNEM, Nevada, Mo.
- MORGAN, HAL**
Morgan's Musical Inn
WGAR, Cleveland, Ohio
- MORGAN, HANK**
Bandstand
WOBS, Jacksonville, Fla.
- MORGAN, RICK**
Timekeeper
WKAL, Rome, N. Y.
- MORGAN, WILLIAM**
Trail of the Lonesome Pine
WHOK, Lancaster, Ohio
- MORELAND, HARRY**
Cuzin Harry
WOPI, Bristol, Tenn.
- MORRIS, BEN**
Ben's Record Bar
WKY, Oklahoma City, Okla.
- MORRIS, CHUCK**
KMO, Tacoma, Wash.
- MORRIS, ROY**
The Madhouse
WAGC, Chattanooga, Tenn.

Disc Jockeys—Radio-Television

- MORRIS, WALTER**
Groovology
WMAJ, State College, Pa.
- MORROW, JACK**
Crossroads Party
WIBC, Indianapolis, Ind.
- MORTIMER, WILLIAM A.**
Music You Want
WRAK, Williamsport, Pa.
- MOSLEY, ED**
KREM, Spokane, Wash.
- MOUNTAINEER, JOHN**
850 Club
WKKW, Albany, N. Y.
- MOYS, JACK**
Melody Range Platter Patter
KPOL, Portland, Ore.
- MULHOLLAND, ROSS**
Ross Mulholland Show
KMPG, Los Angeles, Cal.
- MULLET, CARTON**
Music of the Masters
KPOH, Lahue, Kauai, T. H.
- MULLIGAN, RAY**
Top O' Morning
WPAM, Pottsville, Pa.
- MULANEY, DON**
Sunrise Ranch
KROX, Crookston, Minn.
- MUNDEN, GROVER**
WMBL, Morehead City, N. C.
- MUNRO, ERIC**
Round the Loop Request
KWFL, Weiser, Idaho.
- MUNT, PAUL**
Tea for Two
KBOB, Omaha, Nebr.
- MUSZELL, SPECS**
Party Line
WJS, Columbia, S. C.
- MURDOCK, JIM**
Jim Murdock Show
KCKY, Coolidge, Ariz.
- MURPHEY, PAT**
All Request
WLOH, Princeton, W. Va.
- MURPHY, BILL**
Mad Bag Show
WCKB, Dunn, N. C.
- MURPHY, BOB**
Bob Murphy Show
WJBK, Detroit, Mich.
- MURPHY, BOB**
WWSO, Springfield, Ohio.
- MURPHY, DENNIS**
690 Club
KGGF, Coffeyville, Kansas.
- MURPHY, ED**
Timekeeper
WSYR, Syracuse, N. Y.
- MURPHY, EMMETT**
Musical Clock, 1250 Ranch
WFAK, Falls Church, Va.
- MURPHY, PAUL**
OH The Record
WANE, Ft. Wayne, Ind.
- MURRAY, AL**
Morning with Murray Club
Poffery
WLEO, E. Liverpool, O.
- MURRAY, JIM**
Turntable Terrace
WBET, Brockton, Mass.
- MURRAY, JOHNNY**
KLEF, Dallas, Texas.
- MURRAY, LEE**
Murray-Go Round
WVCK, McKeesport, Pa.
- MURRAY, PHIL**
Musical Clock
WMTW, Portland, Me.
- N —
- NABORS, TED**
Nabors Capers
KTHP, Houston, Tex.
- NANKAYUL, BILL**
KDTL, Dubuque, Iowa.
- NAPIER, BYRON**
KCRK, Enid, Okla.
- NAT GUTON, RUSSELL**
WDRG, Hartford, Conn.
- NEAL, BOB**
Bob Neal Show
WMPB, Memphis, Tenn.
- NEARNS, JOE**
Hillbilly Jamboree
KDRS, Paragould, Ark.
- NEILAN, RAY**
Request Matinee
WKKR, New Britain, Conn.
- NELSKOG, WALLY**
Wally's Music Makers
KRSC, Seattle, Wash.
- NELSON, BOB**
Hillbilly Hit Parade
WEAT, Eau Claire, Wis.
- NELSON, BOB**
Newkirk Presents
WBBZ, Ponca City, Okla.
- NELSON, BOB**
Swing Clinic
WBBQ, Augusta, Ga.
- NELSON, CHARLES**
WFBG, Altoona, Pa.
- NELSON, DAVE**
Dave Nelson Show
WSAP, Portsmouth, Va.
- NELSON, DAVE**
Request Club
KCOG, Centerville, Iowa.
- NEMETT, GEORGE**
Club Kid
KALJ, Pasadena, Cal.
- NESTER, JERRY**
KOPPO, Tucson, Ariz.
- NESS, THOMAS**
Night Watchman
KVOB, Bellingham, Wash.
- NEUBERG, DICK**
KNGS, Hartford, Cal.
- NEWMAN, JACK**
1300 Club
KOME, Tulsa, Okla.
- NEWSOM, GIL**
KWK, St. Louis, Mo.
Bandstand Revue First Five.
- NEWSOME, BUCK**
Music For You
KENO, Las Vegas, Nevada.
- NEX, CHUCK**
Requestfully Yours
KSMN, Mason City, Iowa.
- NEVERLIAN, WARREN**
Timekeeper Show
WVPO, Stroudsburg, Pa.
- NIAGRO, JOE**
Bandwagon
WIBG, Philadelphia, Pa.
- NICHOLAS, R. M.**
San Request
KIPW, Sitka, Alaska.
- NICHOLS, BOB**
Blues n' Boogie
WPAL, Charleston, S. C.
- NICHOLS, DELMAS**
Ga. Jamboree
WBGR, Jessup, Ga.
- NICHOLS, JAY**
Platter Playhouse
WGRG, Bay City, Mich.
- NICHOLSON, JOHN**
WTMC, Ocala, Fla.
- NICHOLSON, NICK**
The Nickelodeon
KROW, Oakland, Cal.
- NICKSON, NICK**
WARO, Rochester, N. Y.
- NIEMI, WALTER**
WMBL, Morehead City, N. C.
Club WPAQ, Mt. Airy, N. C.
- NIX, ED**
Tower of Melody
KGST, Fresno, Cal.
- NOBEL, AL**
Juke Box
KQV, Pittsburgh, Pa.
- NOE, PAUL**
West End Pair
WBGE, Atlanta, Ga.
- NOLAN, LARRY**
KWBE, Beatrice, Nebraska.
- NOLAN, TIM**
Sundial
KXYZ, Houston, Tex.
- NOLL, RAY**
KALL, Salt Lake City, Utah.
- NORDEN, LEE**
1220 Club
WKAM, Warsaw, Ind.
- NORMAND, WALLIE C.**
1540 Club
WPTR, Albany, N. Y.
- NORMAN, HAL**
Memory Lane
KPB & KPB-FM, Wichita, Kansas.
- NORMAN, HAL**
Sunshine Special
WLGR, Torrington, Conn.
- NORMAN, JACK**
Sunup Roundup
WCB, Columbus, Miss.
- NORTON, J. T.**
Wake-Up Show
WBHF, Cartersville, Ga.
- NOVELLO, MIKE**
Two Hour Dancing Party
WLEE, Richmond, Va.
- NUSBAUM, MORT**
Clockwise, Off the Record,
Women Only
WHAM, Rochester, N. Y.
- O —
- OAKS, BILLY**
O Name It
WPEB, Sylacauga, Ala.
- OBUDA, PAUL**
Varsity Varieties
KRDO, Colorado Springs, Col.
- O'BRIEN, JERRY**
Dawn Bent Club
WHAN, Charleston, S. C.
- O'CONNOR, HARRY**
Hillbilly House Party, Hill
billy Hit Parade
KMAO, San Antonio, Tex.
- ODOM, RAYMOND**
Dream River
KIBG, Abilene, Texas.
- O'DONNELL, BILL**
WGNT, Centralia, Ill.
- O'DONNELL, JIM**
Farm Frolics
WKEU, Griffin, Ga.
- OBCHSL, GEORGE**
Western Record Roundup
KGOV, Missoula, Mont.
- O'LEARY, JIM**
Record Forum
KFXM, San Bernardino, Cal.
- OLIVE, GREY**
Toast and Coffee
WWOD, Lynchburg, Va.
- OLIVER, FRANK**
Lucky Seven
WESB, Bradford, Pa.
- OLSON, BRUNO**
WLPO, LaSalle, Ill.
- OLSON, DALE**
Radio Rhythm Ramen

Disc Jockeys—Radio-Television

- KDIX, Dickinson, North Dakota
- OLSON, LAMAR**
KBMW, Breckenridge, Minn.
- OLSON, NATHAN**
Nate's Coffee Pot
KOOS, Coos Bay, Ore.
- OLSON, PAUL**
WDLB, Marshfield, Wis.
- OLSON, SHERM**
WJBC, Bloomington, Ill.
- O'NEILL, MARTIN**
Martin O'Neill Show
WSPB, Sarasota, Fla.
- ONTAI, JOYCE**
Dawn the Dreamduster
KGMB, Honolulu, Hawaii
- ORANCH, JACK**
1240 Express
WVOS, Liberty, N. Y.
- ORAVEC, FRANK**
Spins 'N Needles
WGFB, Evansville, Ind.
- O'REILLY, MIKE**
WJXN, Jackson, Miss.
- ORR, BILL**
The Record Shop
KEXO, Grand Junction, Col.
- ORUM, BILL**
KCRC, Enid, Okla.
- OSBORNE, GRED**
Night Club of the Air
WINN, Louisville, Ky.
- OSBORNE, LUCKY**
Record Room
KPHC, Walsenburg, Col.
- OSWALD, LORD BOLIVAR**
Barter with Bolivar
KSIJ, Gladewater, Tex.
- OWEN, FRAN**
WABC, Rochester, N. Y.
- OWENS, TOM**
KGNO, Dance Club
KGNO, Dodge City, Kansas
- O'WILL, ROBERT**
WPOR, Portland, Ore.
- OXMAN, JOHN**
Musical Mixmaster
WVEC, Hampton, Va.
- OZMIENT, HOWARD**
Record Session
WTMA, Charleston, S. C.
- P —
- PAGE, SAM**
Requestfully Yours, Anything Goes
WNEF, Binghamton, N. Y.
- PALLEN, ART**
Record Hits
WWSW, Pittsburgh, Pa.
- PALUMBO, TONY**
1240 Club
WSNY, Schenectady, N. Y.
- PARISH, GUY**
WEBQ, Harrisburg, Ill.
- PARKER, CARL**
WBMS, Boston, Mass.
- PARKER, CLARE**
Cowboy Capers
WNER, Live Oak, Fla.
- PARKER, JOHN**
WBCC, Bethesda, Md.
- PARKER, JOHNNY**
WJIM, Lansing, Mich.
- PARKER, PAUL**
WGNI, Wilmington, N. C.
- PARKER, TED**
Calling Program
WKAN, Kankakee, Ill.
- PARSONS, BEN**
Midnight Dancing Party
WREL, Columbus, Ga.
- PATOFF, REGUS**
Early Risers, Late Risers
WLAV, Grand Rapids, Mich.
- PATRICK, PAT**
1230 Club
KISD, Sioux Falls, S. D.
- PATERSON, CREAM**
Patter by Patterson
WONS, Hartford, Conn.
- PATERSON, PAT**
Rancho Round-Up
WMTF, Florence, Ala.
- PATISON, JIM**
1450 Club
WDAD, Indiana, Pa.
- PATTON, MIKE**
Platter Playhouse
KWCO, Chickasha, Okla.
- PAUL, VINCE**
Starlite Rhythm
KOSA, Odessa, Tex.
- PAULSEN, RAY**
Carnival of Music
WJMS, Ironwood, Mich.
- PAULSEN, VIC**
KGYW, Vallejo, Cal.
Poor Paulsen's Almauac
- PAULSON, AL**
Carnival of Rhythm
WLQL, Minneapolis, Minn.
- PAUSCH, RUSSEL N.**
Swing Session
WCLD, Cleveland, Miss.
- PAYE, DON**
WICY, Malone, N. Y.
- PEARS, TOM**
Old New Orleans
KVOL, Lafayette, La.
- PEARSON, AL**
KSRO, Santa Rosa, Cal.
Matinee Moderne
- PEARSON, WALTER**
Musical Varieties
WVFG, Fuquay Springs, N. C.
- PENDERGRAST, WILLIAM**
Requestfully Yours
WNBH, New Bedford, Mass.
- PENNEL, BILL**
Record Heaven
WKFU, Griffin, Ga.
- PENNER, RAY**
Ris'n' With Ray
WCAV, Norfolk, Va.
- PENNY, GAIL**
Curfew Capers
WJRD, Tuscaloosa, Ala.
- PERATES, HENRY**
Wide Awake Club
WIDE, Biddeford, Me.
- PERAZZO, DON**
Sunrise Serenade
KBON, Omaha, Nebr.
- PERKINS, RAY**
Ray Perkins Show
KFEL, Denver, Col.
- PERRIN, KEYES**
Morning Musical Clock
WCAO, Baltimore, Md.
- PERRIN, PAT**
Koffee Kup Kapers
KGRH, Fayetteville, Ark.
- PERRY, BOB**
Melody Merry Go Round
WLAW, Lawrence, Mass.
- PERRY, C. STEWART**
WWSR, St. Albans, Vermont
- PERRY, DICK**
Afternoon Jamboree
WBOB, Galax, Va.
- PETERSON, ARNOLD**
Musical Reveille
WATW, Ashland, Wis.
- PETERSON, CHAS.**
Sunrise Special
KXLE, Ellensburg, Wash.
- PETERSON, DALECE**
Studio Party
KASH, Eugene, Ore.
- PETERSON, DON**
KRGV, Weslaco, Tex.
- PETERSON, LEONARD**
Nightmare, Woodchopper's Ball
KTRE, Lufkin, Tex.
- PETRIE, BUD**
Wislin' Time
WISL, Shamokin, Pa.
- PETTAY, FRAN**
WJR, Detroit, Mich.
- PETTI, RALPH**
Polka Party
WJAS, Pittsburgh, Pa.
- PERKINS, GENE**
Start the Day with a Song
KIDO, Boise, Ida.
- PFALZER, GENE**
Openhouse
WLRP, New Albany, Ind.
- PFEL, JOHN**
Blackjack's Bedlam
WMAJ, State College, Pa.
- PHILLIPS, C. W.**
WBBB, Burlington, N. C.
- PHILLIPS, LEE**
Listen to Lee
WTTT, Coral Gables, Fla.
- PHILLIPS, OREL**
Phillips Frolics
KDON, Santa Cruz, Cal.
- PHILLIPS, STEVE**
TNT Show
WSPF, Springfield, Mass.
- PHILIPS, DUB**
Hillbilly Hit Parade
WPAL, Charleston, S. C.
- PICUS, LARRY**
Afternoon Scssion
WTNT, Tallahassee, Fla.
- PIRCE, BARRETT JOE**
KELP, El Paso, Tex.
- PIGGOTT, JOE**
Crystal Ballroom
WSAL, Logansport, Ind.
- PIQUETTE, BOB**
Bob's Bunk House
KVOS, Bellingham, Wash.
- PLACHTA, AL**
Playground Jamboree
KXLF, Butte, Mont.
- PLATIS, GEORGE**
Pow-Wow Time
KENO, Las Vegas, Nevada
- POOLE, BOB**
Poole's Party Line
WMRC, Greenville, S. C.
- PORTER, BOB**
Please Play
KHUZ, Borger, Texas
- PORTER, CHARLIE**
Juke Box Review
KIRX, Kirksville, Mo.
- PORTER, DON**
Swing Soiree
KUGN, Eugene, Ore.
- POSEY, GEORGE**
KXOC, Chico, Cal.
- POTEET, SANDY**
KFJI, Klamath Falls, Ore.
- POWELL, CHARLES**
Here's Charlie
WKSG, Ft. Wayne, Ind.
- POWELL, JACK**
Club 1150
WJBO, Baton Rouge, La.
- POWELL, NEVILLE**
Til Midnight Club
KRIC, Beaumont, Texas
- POWERS, JACK**
Club 1150
WJBO, Baton Rouge, La.
- POWERS, TED**
Spins and Needles
WDEV, Waterbury, Vermont

Disc Jockeys—Radio-Television

- PRATER, FRANK**
Tune Crier
WBNS, Columbus, Ohio
- PRATT, RUD**
1340 Club on Continue
WKFL, Collinsville, Ala.
- PRATT, JAY**
Musical Bandstand
KLEB, Parsons, Kansas
- PRELFE, JOE**
The Early Bird
WPTC, Sharon, Pa.
- PRENTISS, JOE**
Hour Glass Juke Box Revue
WAEB, Allentown, Pa.
- PRESTON, WALTER**
Show Shop
WOR, New York, N. Y.
- PREUSS, RUSS**
Turntable Time
KTFB, Rolla, Mo.
- PREVATT, DENNA**
WRUF, Gainesville, Fla.
- PRICE, SAM**
Young Request Hour
KJBC, Montross, Cal.
- PRITCHARD, WAYNE**
KJHO, Sioux Falls, S. D.
- PROVENSEN, DICK**
WFAA, Dallas, Texas
- PRYER, RICHARD**
KTRB, Austin, Texas
- PUONEY, EARLE**
Pudney at Piano
WGY, Schenectady, N. Y.
- PUGH, CARL**
Variety Time
WJBB, Haleyville, Ala.
- PUYNAM, DON**
WBZZ, Ponca City, Okla.
Put & Jugs
- PUKA, LOU**
Jam Session
KICA, Clovis, N. M.
- PALE, JACK**
Musical Clock
KYW, Philadelphia, Pa.
- PAVE, JOE**
Midnite Platter Party
WFPG, Atlanta City, N. J.
- Q —
- QUICK, CLETE**
Midday Parade
WMSL, Decatur, Ala.
- QUINN, JOE**
WJMA, Orange, Va.
- R —
- RAE, BOB**
Here's Notlin'
KSPA, Santa Paula, Cal.
- RAGLAND, CHARLES**
Let's Get Together with Records
WKDK, Newberry, S. C.
- RAHE, JOHN**
Riffin' With Rahe
WBRE, Salisbury, Md.
- RABBER, EARL**
WLAK, Lakeland, Fla.
- RAHDL, BILL**
This for Today
WCPA, Clearfield, Pa.
- RAINEY, BRUCE**
Jam & Jive
KSYL, Alexandria, La.
- RAINEY, CLAUDE**
Dance on the Downbeat
WLD, Cleveland, Miss.
- RAKER, CLAYTON**
Early Worm Club
KRIL, Corvallis, Ore.
- RAMPY, C. W.**
1600 Club
KMAE, McKinney, Tex.
- RAMSEY, RAYMOND L.**
WHIR, Danville, Ky.
- RANDLE, BILL**
Bill Randle Show
WERE, Cleveland, Ohio
- RAPP, DICK**
All Thru The Nite
KPIG, Bellington, Wash.
- RASE, MIKE**
Dr. Jive and Dancetime
WCOS, Columbia, S. C.
- RAWLINS, "CHUCK"**
Midnite Platter Session
XNOW, York, Pa.
- RAY, BOB, SHOW**
WIRK, West Palm Beach, Fla.
- RAY, CURT**
The Clock Watcher The Curt
Ray Show
KMOX, St. Louis, Mo.
- RAYBURN & FINCH**
Anything Goes
WNEW, New York, N. Y.
- RAYFIELD, ED**
WKAX, Birmingham, Ala.
900 Club
- RAYMAN, DICK**
Polka Party
KNEB, Scottsbluff, Neb.
- RAYMOND, LOU**
Record Roundup
WFHR, Wisconsin Rapids, Wis.
- RAYNER, RAY**
Rayner Show
WOOD, Grand Rapids, Mich.
- REAR, DAVE**
Hi Time
KVKM, Monahan, Tex.
- REAVES, JOE**
Top of the Mornin'
WPTF, Raleigh, N. C.
- REAVIS, HERMAN**
Coffee Club
WBOB, Galax, Va.
- RECTOR, BOB**
Sincerely Yours
KSTL, St. Louis, Mo.
- REDFERN, JACK**
WGNV, Newburgh, N. Y.
- REED, WALLA**
Jukebox Party
WTTT, Coral Gables, Fla.
- REEDER, BILL**
The Record Rack The Com
try Store
WPEC, Miami, Fla.
- REEVES, GENE**
Good Yawwww
WTOK, Meridian, Miss.
- REEVES, GIL**
The Night Watchman
KWNS, Wenatchee, Wash.
- REEVES, GRADY M.**
WBHP, Huntsville, Ala.
- REICH, EDDIE**
Top of the Morning
WOSC, Fulton, N. Y.
- REID, PAUL, E.**
Rockin' in Rhythm
WKLF, Clanton, Ala.
- REID, WALLA**
KXLQ, Billings, Montana
- REIDY, BOB**
KGFV, Kearney, Nebr.
- REIGHARD, RICK**
Saturday Matinee
KUKK, Akron, Ohio
- REITZ, PINKY**
Musical Mail Bag
WLEB, Sandusky, Ohio
- REMYINGTON, JACK**
WKRC, Cincinnati, Ohio
- RENEE, BILL**
Nitecap
WMAN, Mansfield, O.
- RENFROW, CHARLES**
WHKP, Hendersonville, N. C.
Serenade at 10
- RENNER, DUANE**
Record Review
KWQA, Worthington, Minn.
- RENY, RICHARD**
Moon Music
WPVL, Waterville, Me.
- REYNOLDS, FRED**
Swinging at the Sugar Bowl
WGN, Chicago, Ill.
- REYNOLDS, JACK**
Hillbilly Hit Parade
KJPR, Oklahoma City, Okla.
- REYNOLDS, LEO**
KFDX, Wichita Falls, Tex.
990 Club
- RHOADS, HOWARD**
At Your Command Saturday
Nicht Jamborree
KJL, Walla Walla, Wash.
- RHODES, BOB**
Solid Soulders Show Sat. Nite
Dance Party Rhodes Record
Room
WBOO, Orlando, Fla.
- RHONE, PAUL**
Music after Midnight
WBRE, Wilkes-Barre, Pa.
- RIBBEK, EUGENE**
Sunrise Serenade
WSTS, Southern Pines, N. C.
- RICE, ED**
All Request Program Rise &
Shine
KOSF, Nacogdoches, Tex.
- RICHARDS, JIM**
Music Box
WMTB, Morristown, N. J.
- RICHARDS, MALCOLM**
Malcolm Richards
WVAL, Cincinnati, Ohio
- RICHARDS, PERRY**
1450 Club
WNAH, Bridgeport, Conn.
- RICHARDS, RALPH**
Ralph Richards Show
WLOW, Norfolk, Va.
- RICHARDSON, TED**
Coffee Klatch
WMOH, Hamilton, Ohio
- RICHMOND, DICK**
Records Room
KGBS, Harlingen, Tex.
- RICHMOND, HALE**
Platter Party
WUSA, Lockport, N. Y.
- RICKENBACKER, "ACE"**
On the Record
WSPA, Spartanburg, S. C.
- RHO, JOE**
Record Session
WWOL, Buffalo, N. Y.
- RIDGE, JACK**
Rise With Ridge
WEAM, Arlington, Va.
- RILEY, BILL**
Platters On Parade
RWEM, West Memphis, Tenn.
- RILEY, EARL (Spike Hogan)**
Friendly Trial
KXA, Seattle, Wash.
- RILEY, JOHN**
Riley's Rooster Review
WYAM, Altoona, Pa.
- RISER, JIMMY**
Beats Me
WCAV, Norfolk, Va.
- RIVERA, FRANCISCO**
Music of the West
WVAP, Ogden, P. R.

Disc Jockeys—Radio-Television

- ROACH, CHARLES**
Mornin' Nabers
WPLI, Jackson, Tenn.
- ROBERTS, BOB**
Rug Cutters Special
WSBC, Chicago, Ill.
- ROBERTS, DON**
Muscie Shop
WKNE, Keene, New Hampshire
- ROBERTS, DON**
Robby's Pop Shop
WCMI, Ashland, Ky.
- ROBERTS, EARL**
Hep Time
KOSE, Osceola, Ark.
- ROBERTS, FRAN**
1340 Club
WIRY, Plattsburg, N. Y.
- ROBERTS, MORGAN**
KSWO, Lawton, Okla.
- ROBERTS, TOM**
Club '18"
WCAM, Camden, N. J.
- ROBERTSON, TRAFTON**
Sunrise Serenade
WTAR, Norfolk, Va.
- ROBEY, TOM**
Syncopeation Time
WTAD, Quincy, Ill.
- ROBINSON, BERT**
1600 Club
WSFL, Springfield, Mass.
- ROBINSON, CARL**
Afternoon Rhymes
WBCC, Bethesda, Md.
- ROBINSON, FELIX**
WMGY, Montgomery, Ala.
- ROBINSON, JAMES**
Wake Up with Robinson
KSBW, Salinas, Cal.
- ROCHON, LONNIE**
KNUZ, Houston, Tex.
Beehive
- ROCK, DR.**
Harlem At Seven
KREL, Baytown, Texas
- ROCKE, LOUIS**
Risin' with Rocke
WCAX, Burlington, Vermont
- ROCKWELL, JIM**
Rockin' with Rocky
WMDN, Midland, Mich.
- RODDY, JIM**
Club 800
WCCM, Lawrence, Mass.
- RODGERS, EDDIE**
KROS, Clinton, Iowa
- TOM RODGERS SHOW**
KYW, Philadelphia, Pa.
- RODRIGUEZ, GONZALO**
Progreso Latino
KFRD, Rosenberg, Tex.
- ROGERS, CHARLIE**
Music & Sports
KTAR, Phoenix, Ariz.
- ROGERS, DON**
Star Wagon
WRIB, Providence, R. I.
- ROGERS, ROBERT V.**
WDEC, Americus, Ga.
- ROLLINS, CHAP**
Square at the Roundtable
KBUC, Corona, Cal.
- KOPP, JOHN**
The Ropp Show
WCOS, Columbia, S. C.
- ROSE, GEORGE**
Jet Jive
WHOS, Decatur, Ala.
- ROSS, AL**
WBAL, Baltimore, Md.
- ROSS, ART**
Yawn Patrol
WISR, Butler, Pa.
- ROSS, BILL**
The Music Man
WIOD, Miami, Fla.
- ROSS, DANN**
Good Morning Man
WATL, Atlanta, Ga.
- ROSS, DAVID**
WDEC, Americus, Ga.
- ROSS, MARTY**
Party with Marty
WOKO, Albany, N. Y.
- ROTHMAN, LEE**
Jockey's Choice
WWXL, Peoria, Ill.
- ROTHWELL, BOB**
Bob Rothwell Show
WKMH, Dearborn, Mich.
- ROUNTREE, RUSS**
Polka Time
KCOL, Ft. Collins, Col.
- ROUSH, SIG**
Merry Go Round
WBOW, Terre Haute, Ind.
- ROUTH, BILL**
Juke Box Revue
WRHT, Rock Hill, S. C.
- ROWLEY, TOM**
WENE, Binghamton-Endicott, N. Y.
- RUBERDALL, EVERETT W.**
Take Ten, Beyond Control
WRAK, Williamsport, Pa.
- RUMORE, JOE**
Roundup Time
WVOK, Birmingham, Ala.
- RUNKLE, BEN**
Clockspinner
WAIR, Winston-Salem, N. C.
- RUSSELL, BARCLAY**
Mouey for Music
KABC, San Antonio, Tex.
- RUSSELL, CHARLIE**
The Mixing Bowl
WTNB, Birmingham, Ala.
- RUSSELL, FRAN**
Music By Request
WMEV, Marion, Va.
- RUSSELL, FRANK R.**
KVOE, Santa Ana, Cal.
- RUSSELL, WEBB**
WBHC, Canton, Ohio
- RUTHERFORD, JIM**
Tunetown, Big Top Ten
KTAT, Frederick, Okla.
- RUYLE, DON**
Spins and Needles
WITZ, Jasper, Ind.
- RYAN, DAN**
Danny Ryan Show
BBWV, Youngstown, Ohio
- RYAN, JOE**
Joe's Jamboree
WALL, Middletown, N. Y.
- RYE, JACK**
Rye's Record Room
KTSM, El Paso, Tex.
- S —
- ST. JOHNN, CHARLIE**
630 Club & Wake Up, S. A.
KMAC, San Antonio, Tex.
- SALZMAN, GRANT**
Matinee Showcase
KORA, Bryan, Texas
- SAMBORN, AL**
Record Review
WPAG, Ann Arbor, Mich.
- SAMM, JOHN**
Toons for Teens
WPAM, Pottsville, Pa.
- SAMPSON, BILL**
Bill Sampson Show
KWKW, Pasadena, Cal.
- SANDERS, CLARENCE**
Junior's Jamboree
WHIN, Gallatin, Tenn.
- SANDS, MICHAEL**
Sand Man
WMBS, Uniontown, Pa.
- SANFORD, CHARLES R.**
Yawn Patrol
WGUW, Bangor, Me.
- SANFORD, PHIL**
Platter Patlor
WABJ, Adrian, Mich.
- SARGENT, KENNY**
WHHM, Memphis, Tenn.
- SAUNDERS, ALLEN**
Alarm Clock Club
WCHA, Chambersburg, Pa.
- SAUNDERS, BRUCE**
Record Shop
WSBT, South Bend, Ind.
- SAUNDERS, LARRY**
KGBC, Galveston, Tex.
Harlem Echoes
- SAWYER, TOM**
WHOO Wakes Up, Tom Sawyer Time
WHOO, Orlando, Fla.
- SAXON, JIM**
Jim Saxon Show
ERIC, Beaumont, Texas
- SCANLON, JACK**
WICC, Bridgeport, Conn.
- SCHAFFRON, DON**
Early Bird Serenade
WHOB, Gardner, Mass.
- SCHARMEN, GEORGE**
KRGV, Westlaco, Tex.
- SCHWALTER, ART**
Top of the Morning
WBEX, Chillicothe, Ohio
- SCHILLING, FRED**
Ham 'n' Eggs
WJHP, Jacksonville, Fla.
- SCHILLINGS, W. R.**
Dancing Party
- SCHNEIDER, WALLY**
1450 Club
KIRX, Kirksville, Mo.
- SCHOLZ, BOB**
Scholz Business
WBEL, Beloit, Wis.
- SCHOOCRAFT, BILL**
Smile Awhile
WEAT, Lake Worth, Fla.
- SCHORE, DICK**
KXO, El Centro, Cal.
- SCHWABB, ROBERT**
North Georgia Jamboree
WGGG, Gainesville, Ga.
- SCHWARTZ, DALE**
Are you Listening
KVEC, San Luis Obispo, Cal.
- SCOTT, AL**
KCLW, Hamilton, Tex.
- SCOTT, BILL**
Mail Order Melodies
KSCB, Liberal, Kansas
- SCOTT, BOB**
Bob Scott Show
WIOU, Kokomo, Ind.
- SCOTT, DAVE**
Tunc, Time & Tempo
KQV, Pittsburgh, Pa.
- SCOTT, RAY**
Hillbilly Jump
WZIP, Covington, Ky.
- SCOTT, PAUL**
Music 4 Moderns
WWYO, Pineville, W. Va.
- SCOTT, STANLEY V.**
KUBA, Yuba City, Cal.
Rhythm Ranch
- SEARLES, HAL**
Platter Chatter
KXRA, Alexandria, Minn.

Disc Jockeys—Radio-Television

- SEARS, ZENAS**
WGST, Atlanta, Ga.
- SEIDNER, M. L. MISS**
KKIO, Iowa City, Iowa
- SELM, BILL**
Musical Hourbell
KLAB, Omaha, Neb.
- SEWALL, GRANT**
KCRQ, San Diego, Cal.
- SEWELL, DOUG**
Record Exchange
KTOW, Oklahoma City, Okla.
- SEXTON, BRIAN**
WIBX, Utica, N. Y.
- SEAMOUR, BOB**
Bobbin with Robin
WKMH, Dearborn, Mich.
- SHANK, LEW**
601 Club
KWYO, Sheridan, Wyo.
- SHANLEY, GIB**
1290 Club
WTRF, Bellare, Ohio
- SHANNON, PAUL**
SSI, Hillbillys
WJOL, Florence, Ala.
- SHARPE, BILL**
Radio Roundup
KRES, St. Joseph, Mo.
- SHAUGHNESSY, DICK**
Midday Matinee & 1150 Club
WAOV, Vincennes, Ind.
- SHAW, DANNY**
FLO Show
WFLD, Farmville, Va.
- SHAW, CHARLES**
Memories in Melody
WOLF, Syracuse, N. Y.
- SHEAHAN, WALTER**
WROW, Albany, N. Y.
- SHEELDS, DANNY**
Danny Sheeld Show
WASA, Bayre de Grace, Md.
- SHEIDER, ARTHUR**
Wax Work Shop
WMA, Camden, S. C.
- SHEEHY, TOM**
Breakfast on a Platter
KAWT, Douglas, Ariz.
- SHEELER, MARK**
Blues Chaser Club
WELB, Duluth, Minn.
- SHELDON, HERB**
Herb Sheldon Show
ABC
- SHELENBARGER, DAVE**
Milkman's Matinee
WARD, Johnstown, Pa.
- SHELTON, BANNER**
Shelton Time
WGD, Chester, S. C.
- SHELTON, BILL**
Memory Melodies
WKTM, Mayfield, Ky.
- SHELTON, JIM**
Hillbilly Hits
KTVN, Sherman, Tex.
- SHEPARD, DEANE**
KFQD, Anchorage, Alaska
- SHERMAN, DON**
Matinee in Michigan
WRNX, Saginaw, Mich.
- SHERMAN, LEN**
Reno Reveille
KOLO, Reno, Nevada
- SHERMAN, RAY**
1450 Club
WLEC, Sandusky, Ohio
- SHELDON, ROGER**
KHAS, Hastings, Neb.
- SHIRCK, JIM**
550 Club
KFYR, Bismarck, North Dakota
- SHREVE, THERON**
Elmer
WGRD, Grand Rapids, Mich.
- SHUMWAY, III**
Easy Listening, Night Mayor
WASK, Lafayette, Ind.
- SCHULER, BILL**
Sunrise Serenade
WWSJ, Shamokin, Pa.
- SICKLEA, WALTER**
Juke Box Revue
KOKO, Lodi, Cal.
- SH, SYMPHONY**
Symphony Sid
ABC
- SIDWELL, BOB**
199 Club
KUBC, Montrose, Cal.
- SIEGLE, JOE**
1450 Club
KYOR, Blythe, Cal.
- SIGMON, BARNEY**
1340 Club
WJRI, Lenoir, N. C.
- SIKES, JOE**
Hayride Jamboree
KANE, New Bern, La.
- SILBERT, BILL**
WXYZ, Detroit, Mich.
- SILVERA, ED**
Ed Silvera Show
WISC, Madison, Wis.
- SILVERMAN, EDWARD J.**
WKLY, Blacksburg, Va.
- SIMMS, ALLEN**
Music till Midnight
WNSJ, Bridgton, N. J.
- SIMON, ERNIE**
WJJD; WBKB; Chicago, Ill.
- SIMONDET, BOB**
Nightwatch Show
KXGN, Glendive, Montana
- SIMPSON, JIMMY**
Jim and Jive
WMB, Greenville, S. C.
- SINGER, SANDY**
Sandy Singer Calling
WEEK, Peoria, Ill.
- SIZEMORE, ASHER**
Noontime Roundup
WKLO, Louisville, Ky.
- SIZOO, ROGER**
Sizoo's State
KTRE, Lufkin, Tex.
- SKAPP, NED**
Danceing Party
WCHS, Charleston, W. Va.
- SKAGGS, SAM**
Dawnbuster
WKYB, Paducah, Ky.
- SKELTON, ROGER**
Noon Day Revue
KSAN, San Francisco, Cal.
- SKILLERN, KEN**
RDWT, Stamford, Tex.
- SLACK, DEAN**
Mostly Music
WVAX, Burlington, Vermont
- SLATTERY, JACK**
Jack's TNT Club
WELM, Elmira, N. Y.
- SLATTON, JOHN**
WJLD, Bessemer, Ala.
- SMALL, JOHN R.**
Cousin Johnny's Jamboree
- SMITH, BILL**
WAMS, Wilmington, Del.
- SMITH, BILL**
Smook, the Fish
WSPA, Mountzomery, Ala.
- SMITH, BILL**
Discopation
WMBR, High Point, N. C.
- SMITH, BILL**
Music from the Masters
KTRR, Rolla, Mo.
- SMITH, BOB**
A Train
WUP, Sayannah, Ga.
- SMILEY, BOB**
Bob Smiley Show
WGAR, Cleveland, Ohio
- SMITH, CLARENCE**
WAUX, Waukesha, Wis.
- SMITH, CY**
KRNO, San Bernardino, Cal.
- SMITH, DICK**
Musical Roundup
WMTW, Portland, Me.
- SMITH, DON**
Rumpus Room
KMO, Tacoma, Wash.
- SMITH, DOUGLAS**
WYVE, Wytheville, Va.
- SMITH, EUGENE**
Sunny Side-Up, Country Style
WMNC, Moaganton, N. C.
- SMITH, FARRELL**
1450 Record Review
WMLG, Milledgeville, Ga.
- SMITH, FLETCHER**
Platter Chatter
WTNC, Thomasville, N. Y.
- SMITH, FRED**
Million Dollar Party
WFBM, Indianapolis, Ind.
- SMITH, FRED**
Club KALL
KALI, Pasadena, Cal.
- SMITH, FRED**
WRNO, Inc. Whitman St. Ext.
Orangeburg, S. C.
- SMITH, GREGG**
You Ask For It
WXLW, Indianapolis, Ind.
- SMITH, HAMP**
WRNO, Inc. Whitman St. Ext.
Orangeburg, S. C.
- SMITH, HARRY**
Musical Matinee
KFBI, Wichita, Kansas
- SMITH, HARRY**
Pecka Patch
WKDN, Camden, N. J.
- SMITH, HARRY**
Preculator Patrol
WSTN, St. Petersburg, Fla.
- SMITH, HUGH**
Coffee Time
KPEP, Lamesa, Tex.
- SMITH, JACK**
Belaxin' with Jaxon
KTKR, Taft, Cal.
- SMITH, JIM**
RD 1200
WTMB, Ocala, Fla.
- SMITH, PHIL**
WKPA, New Kensington, Pa.
- SMITH, "PUTSA"**
Aven Mayhem
KENT, Sneyreport, La.
- SMITH, RALE**
Morning Melodies
WKIB, Iron River, Mich.
- SMITH, REID**
1230 Club
WTFB, Augusta, Ga.
- SMITH, ROBERT**
Tone Town
KVOR, Colorado Springs, Col.
- SMITH, TOM**
Record Rampage, Melodies
For Midday
WMA, Camden, S. C.
- SMITH, WARREN**
Coffee Time
WVOP, Vidalia, Ga.

Disc Jockeys—Radio-Television

- SMITH, WEBSTER**
Your Lucky Song
KTNM, Tucumcari, N. M.
- SNYDER, CHARLES**
WBPZ, LockHaven, Pa.
- SOBEL, JOHNNY**
Clockwatcher's Club
WILK, Wilkes-Barre, Pa.
- SOMERS, JOHN, JR.**
Platter Please
WRMN, Elgin, Ill.
- SOMMER, BILL**
SommerTime
WKST, New Castle, Pa.
- SPARKMAN, ERNEST**
Morning Reveille
WKIC, Hazard, Ky.
- SPEARS, CHARLIE**
Western Request Time
WMBG, Richmond, Va.
- SPECIALE, JOHNNY**
3:30 Special
KCSJ, Pueblo, Col.
- SPECKMAN, CARL**
Big Three
KFRU, Columbia, Mo.
- SPELL, BILL**
WSLL, Jackson, Miss.
- SPENCER, JACK**
Saturday Session
KMUR, Murray, Utah
- SPENGLER, KEN**
Musical Clock
WCVS, Springfield, Ill.
- SPIEGLE, STAN**
Doodle Bug Theater
KXRO, Aberdeen, Wash.
- SPIKER, WM.**
Request Time
WWST, Wooster, Ohio
- SPRAGGINS, CARL**
WJIG, Tullahoma, Tenn.
- STADLER, RICHARD**
Tune Inn, Club 1490
WMRN, Marion, Ohio
- STALLINGS, DUD**
Sunny Side with Stallings
KTMC, McAlester, Okla.
- STAMPER, BILL**
WJMB, Brookhaven, Miss.
- STAMPS, BILL**
WHIN, Gallatin, Tenn.
- STANFIELD, RAY**
Showcase
WFBC, Greenville, S. C.
- STANSBERRY, GENE**
Sloppy's Corral, Jukebox
Favorites
KNOR, Norman, Okla.
- STANTON, PAT**
Irish Hour
WJMJ, Philadelphia, Pa.
- STARBUCK, BERYL**
Ballroom
WMT, Cedar Rapids, Iowa
- STARCKER, BUDDY**
WAVL, Apollo, Pa.
- STARKE, CHARLES**
Charlie Starke's Music Shoppe
WINS, New York, N. Y.
- STARR, C. RAYMOND**
Production Manager
KWWL, Waterloo, Iowa
- STARWYCK, STEVE**
Platter Party
KGRH, Fayetteville, Ark.
- STEBBINS, ROGER**
1260 Club
WERC, Erie, Pa.
- STEELE, BOB**
Morning Watch
WTIC, Hartford, Conn.
- TED STEELE SHOW**
WMCA, New York, N. Y.
- STEIN, REX**
WLDS, Jacksonville, Ill.
- STELL, BILL**
Original Mailbag
WSVS, Crewe, Va.
- STELLING, JACK**
WJPG, Green Bay, Wis.
- STENGER, FRANK A.**
Sing Along
WOKO, Albany, N. Y.
- STEPHENS, JOE**
Georgia Cracker Jubilee, Jive
Junction
WDWD, Dawson, Ga.
- STEPHENS, STANLEY G.**
Spinner Sanctum
KOJM, Havre, Mont.
- STERLING, LUD**
1480 Request Club
WLEE, Richmond, Va.
- STERNICK, MICHAEL**
Sunday Serenade
WHBI, Newark, N. J.
- STEVENS, BOB**
Burnt Toast & Coffee
WVCG, Coral Gables, Fla.
- STEVENS, ED**
KENI Music Room
KENI, Anchorage, Alaska
- STEWART, AL**
Various
KBRO, Bremerton, Wash.
- STEWART, BOB**
Hit the Deck
WBRY, Waterbury, Conn.
- STEWART, JIM**
Spins & Needles, Stewart's
Spinnings
WFMW, Madisonville, Ky.
- STEWART, TOM**
WMVA, Martinsville, Va.
- STICHT, BOB**
WHEM, Memphis, Tenn.
- STILLE, BERT**
WHKC, Columbus, Ohio
- STILLWAGON, TOMMY**
Atomic Rhythm
WALB, Albany, Ga.
- STOGNER, EARL**
Whirl with Earl
WDVA, Danville, Va.
- STOKES, DICK**
Western Review
WGTC, Greenville, N. C.
- STOKES, ERNEST**
Record Rendezvous
WHSC, Hartsville, S. C.
- STOKKE, DICK**
Music For The Missus
KIMA, Yakima, Wash.
- STONE, CLIFFIE**
Wake Up Ranch
KFVD, Los Angeles, Cal.
- STORIE, E. S.**
Musical Coffee Pot
WLOS, Asheville, N. C.
- STRICKLAND, BILL**
Indian River Ranch
WIRA, Ft. Pierce, Fla.
- STRIPLING, LUKE**
WSWAY, Club
Graham, Tex.
- STRONG, JERRY**
Jerry Strong Show
WINX, Washington, D. C.
- SUITS, GORDON**
Suits Song Show
KNC, Amarillo, Texas
- SULIER, VERNE**
Teen Tune Time
KWJB, Globe, Ariz.
- SULLIVAN, DENNY**
Request Granted
WDOS, Oneonta, N. Y.
- SUMMERS, CHUCK**
Western Jamboree, Polka Time
WLN, Merrill, Wis.
- SUMMERVILLE, DAVE**
Best on Wax
WFYC, Alma, Mich.
- SUNDBYE, EARL**
Sunrise Serenade
WALD, Waterboro, S. C.
- SUTTON, BILL**
KLOU, Lake Charles, La.
- SWANSON, ROBERT**
The Bob Swanson Show
WISC, Madison, Wis.
- SWEENEY, BILL**
Sweeney
KFRC, San Francisco, Cal.
- SWEENEY, BOB**
Variety Club
KVOL, Lafayette, La.
- SWEENEY AND MARCH**
Sweeney and March
ABC
- SWENSON, WARD**
Yawning at Dawning
- SYDNEY, ART**
Syd's Corner
KGON, Oregon City, Ore.

— T —

- TABER, BILL**
Hotcakes and Coffee
KONP, Port Angeles, Wash-
ington
- TABER, BOB**
Uncle Bob's Barnyard
WKLF, Clanton, Ala.
- TABER, JIM**
Moonlite Saving Time
WUY, Lexington, N. C.
- TABLER, ROBERT X.**
Breakfast at Eckerd's, Eddie
Arnold Show, The Hired Hand
WGIV, Charlotte, N. C.
- TABOYA, HERMAN**
Western Roundup
KGGM, Albuquerque, N. M.
- TAGGART, WILLIAM**
KDAN, Oroville, Calif.
- TAMBLYN, BOB**
Yawn Patrol and Friend Bob
WCSC, Charleston, S. C.
- TAP TAPLIN**
TNT Show
WEER, Buffalo, N. Y.
- TASNADY, JOHN**
Grandfather's Jukebox
KERG, Eugene, Ore.
- TAYLOR, ELLSWORTH**
KIPA, Hilo, Hawaii
Meridian Melodies
- TAYLOR, FRANK**
1240 Club
WPTM, Maysville, Ky.
- TAYLOR, JOHN**
Turntable Tunes
WTOM, Bloomington, Ind.
- TAYLOR, MORRIS**
KDAN, Oroville, Calif.
- TAYLOR "SANDY"**
Smile with Sandy
WPTR, Albany, N. Y.
- TAYLOR, TED**
Taylor's Tune Time
WFDF, Flint, Mich.
- TEAR, SIDNEY**
One To Eight Club
WYVE, Wytheville, Va.
- TEMPLETON, JOE**
1320 Club
KWEN, Ft. Smith, Ark.
- TERFLER, DICK**
Milady's Matinee
WHAN, Charleston, S. C.

Disc Jockeys—Radio-Television

TERRY, CHEM
WBAP, Ft. Worth, Tex.

TERRY, WILLIAM
KRIO, McAllen, Tex.

THAYER, JACK
Swing Club
WLOI, Minneapolis, Minn.

THELE, HENRY J.
Jam, Jive & Gumbo
WJMR, New Orleans, La.

THOMAS, J. KENNEDY
WLOE, Leesville, N. C.

THOMAS, FRANK
Barnyard Frolic, Early Birds
Review
WTNC, Thomasville, N. C.

THOMAS, JERRY TEX
Open House
WMAK, Nashville, Tenn.

THOMAS, LEE
WHLB, Virginia, Minn.

THOMPSON, OLLIE
Offies Folies
KGNO, Dodge City, Kansas

THOMSON, JAY
Tippin' Inn
WJCD, Seymour, Ind.

THORNTON, HARRY
The Milkman
WAGC, Chattanooga, Tenn.

THURSTON, DON
Caledonia Capers
WTWN, St. Johnsbury, Vermont

TIBBETS, DONN
Wardhoppers Ball
WTSV, Claremont, New Hampshire

TOBAX, GENE
Post Card Parade
KSMI, Seminole, Okla.

TOWNE, EPH
KPHO, Walsenburg, Col.

TOWNSEND, SAM E.
Top of the Morning
WCNI, Crestview, Fla.

TRAMMELL, LAMAR
WAGE, Dutton, Ala.

TRANTER, CHUCK
WNAE, Warren, Pa.

TRAVIS, WILLIAM
Shoppers Special
WINZ, Miami Beach, Fla.

TREADWELL, OSCAR
Oscar Treadwell Show
WDAS, Philadelphia, Pa.

TUCKER, TOMMY
Tommy Tucker Time
WPDQ, Jacksonville, Fla.

TUPES, PETER
It's All Yours
KTUC, Tucson, Ariz.

TURK, AL
Platter Party
WVOS, Liberty, N. Y.

TURNBULL, BEN
Jukebox Serenade
WOLE, Syracuse, N. Y.

TURNER, JAMES
Farmer's Torture
WGCD, Chester, S. C.

TITTLE, JOHN
The Night Hawk Show
WIED, Washington, N. C.

TYSON, DAVEY
Wake Up With Davey
WCAE, Pittsburgh, Pa.

— U —

ULLIS, FRAN
You Pick the Bug
KGBX, Springfield, Mo.

ULBRICH, RAY
Musical Jamboree
WDMJ, Marquette, Mich.

UNDERWOOD, JACK
WIBM, Jackson, Mich.

UNDERHILL, LEO
Breakfast Time
WCKY, Cincinnati, Ohio

UNDERWOOD, CHARLES
This is Music
WMBB, Uniontown, Pa.

— V —

VACCA, JOHN
Memory Melody Time
KOSA, Odessa, Tex.

VANKIB, STAN
Stan the Record Man
WKAX, Birmingham, Ala.

VALLER, GEORGE
Let's Get Together with Records
KTSW, Emporia, Kansas

VANDERPOEL, NEIL
Sleepy Serenade
WSTN, St. Petersburg, Fla.

VANE, BILL
Morning Mayor
WCEM, Cambridge, Md.

VARE, AL
Broadly Yours
WAOV, Annemans, Ind.

VARGO, BUCK
KLOU, Lake Charles, La.

VU GHAN, FRED
Rendezvous
WHC, Waynesville, N. C.

VU GHIN, BOB
Top Parade
KBSH, Boise, Idaho

VAVRIK, FRANK
American-Czech Hour
KRFD, Rosenberg, Tex.

VEITH, CHAS.
Request Hour
KXOX, Sweetwater, Tex.

VEIRA, JOE
Fast on Wax
KWPB, Barstow, Cal.

VIGNE LA, PIERRE
Music Market
WTNJ, Trenton, N. J.

VILLANI, JOHN J.
1340 Club
WBRW, Welsh, W. Va.

VOIGHT, WALLA
Second Breakfast
WWOJ, Lynchburg, Va.

VON POSTEL, R. E.
Down Patrol
KFEW, Sitka, Alaska

VOORHES, JACK
Jack's Record Rack
WLVV, Muscle Shoals, Ala.

VOORHIS, VAN
WLBK, Lebanon, Pa.

— W —

WAGNER, BOB
Musical Mailbag
KMBH, Marshall, Minn.

WAGONER, WALLA
Hardly Gritty Show
WJOC, Jamestown, N. Y.

WALKER, CHARLIE
Musical Merry-go-round
WBKD, Kings-tree, S. C.

WALKER, DREW
Off the Record
KROP, Brawley, Cal.

WALKER, FLETCHER
Chuck Wagon Round Up
WIRMA, Anniston, Ala.

WALKER, HAL
Around the Town
WMAW, Milwaukee, Wis.

WALL, ECCLES
Breakfast Time
WCPB, Tarboro, N. C.

WALLACE, KEN
Round about Midnite
KGO, San Francisco, Cal.

WALTERS, BILL
Melody Matinee
WMAW, Marinette, Wis.

WARD, JIM
Breakfast Parade
WBAX, Wilkes-Barre, Pa.

WARD, WILLIAM CARROLL
WHBB, Selma, Ala.
Musical Check, 1490 Club

WARE, C. JACK
Clockwatcher
KCRG, Cedar Rapids, Iowa

WARLAND, D. G.
Music By Request
KJEF, Webster City, Iowa

WARMOTH, ED
1490 Club
KELS, Longview, Kelso, Wash.

WARREN, DOC
Pony Express
KFDX, Wichita Falls, Tex.

WARREN, DON
KIKN, Visalia, Cal.

WARREN, HARRY
Western Serenade
KUTA, Salt Lake City, Utah

WASSELL, TOM
Music before Midnight
WBRE, Wilkes-Barre, Pa.

WAX, JERRY
Wax Works
WALL, Middletown, N. Y.

WAYNE, RALPH
Easy Listening
KWRB, Warrenton, Mo.

WAYT, BILL
Magic in Melody
KUCO, Salem, Ore.

WEATHERLY, BOB
Sunrise Salute
WTAN, Clearwater, Fla.

WEATHERS, WILLIAM
Requestfully Yours
WFGV, Fuquay Springs, N. C.

WEBSTER, JAMES
Melody Ballroom
WJLM, Cumberland, Md.

WEBSTER, KURT
WBT, Charlotte, N. C.

WECKERLE, JOE
Bandstand
WMOH, Hamilton, Ohio

WEGGELAND, BOB
KSEI, Pocatello, Ida.

WEISS, HARRY
Telephone Time
WTAN, Clearwater, Fla.

WELCH, COOPER
Time to Dance
KFKA, Greeley, Col.

WELCH, EDWARD
1499 Club
KORN, Mitchell, S. D.

WELLS, BOB
970 Show
WBBR, Buffalo, N. Y.

WELLS, GEORGE
Ridin' The Trail
WKAN, Kankakee, Ill.

WELLS, JERRY
Jerry Wells Show
WCBW, Corning, N. Y.

WHEELER, BILL
You Name It
WINR, Binghamton, N. Y.

Disc Jockeys—Radio-Television

- WHEELER, DOC**
Morning Spirituals
WRR, Woodside, N. Y.
- WHELAN, OTIS E.**
Rise and Shine
KGLU, Safford, Ariz.
- WHITAKER, GENE**
What's New Today, 1490 Club
WSSB, Durham, N. C.
- WHITE, CLAUDE**
Dinner Bell
WHCC, Waynesville, N. C.
- WHITE, FRANK**
Flying Discs
KMYL, Denver, Col.
- WHITE, ZED**
Carolina Coffee Time
WJAY, Mulline, S. C.
- WHITMORE, THOMAS G.**
Strictly Dixie
WSAV, Savannah, Ga.
- WHITNEY, BOYD**
Hillbilly Houseparty, Blue
Jean Jamboree
KTRM, Beaumont, Texas
- WICHNER, GERRY**
Hi Jinx
WBUX, Doylestown, Pa.
- WICKERSHAM, HARRY**
Wix Wax Works
KSN, San Francisco, Cal.
- WILKERSON, OTHO**
Your Record Review
KVRG, Arkadelphia, Ark.
- WILKERSON, WALTER F.**
WKL, Blackstone, Va.
- WICKIZER, JACK**
Top Tunes
KTJS, Hobart, Okla.
- WIDMAN, SEV**
WDGY, Minneapolis, Minn.
- WILCOX, JOHN**
1490 Club
KBOL, Boulder, Col.
- WILCOX, RICHARD**
WSAR, Fall River, Mass.
- WILL, WAYNE**
1230 Club
KLVT, Levelland, Tex.
- WILLETTE, TOMMY**
Open House
WDSG, Dyersburg, Tenn.
- WILLIAMS, DAVE**
Western Hits
KQVL, Greenville, Tex.
- WILLIAMS, DICK**
Harlemania
KRIC, Beaumont, Texas
- WILLIAMS, GENE**
Off the Record
WSPD, Toledo, Ohio
- WILLIAMS, GENE**
Off the Record
WSPD, Toledo, Ohio
- WILLIAMS, JERRY**
Daybreak in Dixie
WESY, Hattiesburg, Miss.
- WILLIAMS, JERRY**
Jazz Unlimited
WKDN, Camden, N. J.
- WILLIAMS, JOHN**
KAAA, Red Wing, Minn.
- WILLIAMS, LEIGHTON**
KVOE, Santa Ana, Cal.
- WILLIAMS, LES**
Music Shop
WHSC, Hartsville, S. C.
Tele-Quest Time
WPTS, Bloomington, Ind.
- WILLIAMS, NAT D.**
WDIA, Memphis, Tenn.
- WILLIAMSON, JIM**
Bar None Ranch
WTRR, Sanford, Fla.
- WILLIAMSON, RAY**
Supper Dance
WAYX, Waycross, Ga.
- WILLIS, JOHNNY**
Johnny Willis Show
KTMS, Santa Barbara, Cal.
- WILLMS, CHUCK**
920 Special
KWAD, Wadena, Minn.
- WILLSON, BOB**
Teen Town
WGAP, Maryville, Tenn.
- WILSON, ED**
Ed Wilson Shows
KWK, St. Louis, Mo.
- WILSON, FRANK**
\$1,000,000 Ballroom
KEEN, San Jose, Cal.
- WILSON, LARRY**
Working with Wax
WNOE, New Orleans, La.
- WILSON, VAN**
WDAE, Tampa, Fla.
- WILSON, W.**
Hour of Harm
WPKY, Princeton, Ky.
- WIMBER, BRUCE**
Dermtation 1:00 AM
KJAY, Topeka, Kansas
- WINDHAM, NELL**
Hits With A Miss
WYOP, Vidalia, Ga.
- WINN, BERT**
KYA, San Francisco, Cal.
- WINSEIT, BOB**
WHHM, Memphis, Tenn.
- WISE, JAMES**
Wake up with Music
WEGO, Concord, N. C.
- WITT, CHARLES**
Melody Matinee
WAYX, Waycross, Ga.
- WITTE, BUD**
Easy Listening
WDUZ, Green Bay, Wis.
- WOLF, FRED**
WXYZ, Detroit, Mich.
- WOLFE, ROLAND**
Matinee in Rhythm
WCOA, Pensacola, Fla.
- WOLFE, TED**
Club 55
WVYO, Pineville, W. Va.
- WOODS, CAL**
Hillbilly Fever
WRFS, Alexander City, Ala.
- WOODS, CLAY**
Durango, Col.
Western Request Hour
- WOODS, DICK**
Platter Party
KYJC, Medford, Ore.
- WOODS, JIMMIE**
Club 1400
WDAR, Savannah, Ga.
- WOODY, FLOYD**
Polka Party, Alarm Clock
WGRO, Bay City, Mich.
- WOOLERY, ARLO**
Singin' Down the Road
KSUN, Blsbee, Ariz.
- WOOTEN, DON**
Don's Den
KWPC, Muscatine, Iowa
- WOOTEN, WILLIAM F., JR.**
Club 630
WIRC, Hickory, N. C.
- WORTHINGTON, CHARLIE**
WANDiscs
WAND, Canton, O.
- WRATHER, LOU**
Lon's Wax Works
- WENK, Union City, Tenn.**
- WRAY, JOHN**
Yawn Patrol
KUGN, Eugene, Ore.
- WRIGHT, BILL**
Merry Go Round til Midnight
WSGN, Birmingham, Ala.
- WRIGHT, JAMES**
Music Your Way
WISE, Ashville, N. C.
- WRIGHT, JOHN**
All-Request Record Roundup
KTNM, Tucumcari, N. M.
- WRIGHT, JOHN W.**
Rhythm Matinee
WFBC, Greenville, S. C.
- WRIGHT, RAY**
KBUN, Bemidji, Minn.
- WRISLEY, JOHN**
John Wisrley Show
WTAG, Worcester, Mass.
- WULCHIN, STEVE**
1340 Club
WHAP, Hopewell, Va.
- WUSSOW, GEORGE**
Western Jamboree
KCVV, Redding, Cal.
- WYATT, ARCHIE**
WCTT, Corbin, Ky.
- WYCKOFF, BOB**
WLOE, Leaksville, N. C.
- WYLIE, KAY, SHOW**
KYW, Philadelphia, Pa.
- WYNN, PAUL**
Wynn's Musical Inn
WEWO, Laurinberg, N. C.
- WYNNE, JIMMY**
Juke Box Review
WAIR, Winston-Salem, N. C.

— Y —

- YEAGER, DON**
Farmer Brown
WTIK, Durham, N. C.
- YELLAND, STAR**
Time and Tempos
KOA, Denver, Col.
- YOUNG, O. C.**
Rise & Shine
WHIS, Bluefield, W. Va.
- YOUNGER, CHARLES**
The Younger Set
WASA, Havre de Grace, Md.
- YOUNT, CHUCK**
1490 Club
WKBV, Richmond, Ind.
- YOST, ROBERT**
Breakfast With Bob
WBRK, Pittsfield, Mass.

— Z —

- ZEGARSKÉ, ED**
Platter Party
WHUB, Cookeville, Tenn.
- ZELL, LUBO**
WKOP, Binghamton, N. Y.
- ZIMMERMAN, HARRY**
Record Rodeo, Random Ranch
KEYD, Minneapolis, Minn.
- ZINK, CHUCK**
Pot Luck With Chuck
WHVR, Hanover, Pa.
- ZIP-PAY, AL**
Best by Request
KYOW, Littlefield, Tex.
- ZUCCARO, BERNARD**
Seven O'Clock Call
WIBR, Baton Rouge, La.
- ZURICH, SAM**
Music By The Masters
WIS, Columbia, S. C.



Geoff Davis

ANNOUNCER-SPORTSCASTER

5th successful year in N. Y.

My sincere thanks and appreciation
to those who have made
this possible

Paramount Pictures
American Schools
N. Y. World-Telegram & The Sun
Loew's Incorporated
Thom McAn
Station WINS
The Crosley Broadcasting Corporation

ATLANTIC REFINING CO.
OVER THE HOME OF CHAMPIONS NETWORK
OF THE NEW YORK YANKEES

Announcers—MC's

(RADIO AND TELEVISION)

-their work during 1950

— A —

ABBOTT, BUD
Ladies Day.

ABBOTT, WARREN W.
KSMI, Seminole, Okla.

ADAMS, BILL
Let's Pretend
CBS

ADAMS, CEDRIC
WCCO, Minneapolis, Minn.

ADAMS, DEAN
WNBF, Binghamton, N. Y.

ADAMS, PHIL
WCEN, Cambridge, Md.

ADEMY, JOHN
WCAO, Baltimore, Md.

AIKEN, JIMMY
KVOF, Plainview, Tex.

AISTON, WILLIAM, JR.
KDAN, Oroville, Calif.

ALDRIDGE, CHARLIE
WNAG, Grenada, Miss.

ALEXANDER, GRAHAM
KTMS, Santa Barbara, Cal.

ALEXANDER, JACK
WDSU, New Orleans, La.

ALEXANDER, PAUL
KSL-TV, Salt Lake, Utah.

ALAMPI, PHIL
Farm News, Home Gardener
ABC

ALKIRE, JOHN
KHUM, Eureka, Cal.

ALTMAYER, ROD
WLW-C, Columbus, O.

ALLAN, BOB
WJAY, Mulline, S. C.

ALLAN, JOHN
WFAA, Dallas, Texas

ALLAN, ROB
WKOX, Framingham, Mass.

ALLDREDGE, JAY
WKUL, Cullman, Ala.

ALLEN, BILL
WJRD, Tuscaloosa, Ala.

ALLEN, BOB
WCOR, Lebanon, Tenn.

ALLEN, EMORY
WRBL, Columbus, Ga.

ALLEN, FRANK
WREN, Topeka, Kansas.

ALLEN, FRED
WNAB, Bridgeport, Conn.

ALLEN, GEORGE
WBVP, Beaver Falls, Pa.

ALLEN, GEORGE F.
WSAT, Salisbury, N. C.

ALLEN, GEORGE, JR.
KHMO, Hannibal, Mo.

ALLEN, JERRY
WKAN, Kankakee, Ill.

ALLEN, JOHN
KPLT, Paris, Tex.

ALLEN, NEAL
KWCO, Chickasha, Okla.

ALLEN, PETER
WQXR, New York, N. Y.

ALLISON, BRETT
KCUL, Ft. Worth, Tex.

ALSTON, JOE
KTRH, Houston, Tex.

AMBROSE, ROY
WTUX, Wilmington, Del.

ANDERS, BILL
KFYO, Lubbock, Tex.

ANDERSEN, J. J.
KIFW, Sitka, Alaska.

ANDERSON, AL
WSKI, Montpelier, Vermont

ANDERSON, CARL
WFOR, Hattiesburg, Miss.

ANDERSON, ED
KNEM, Nevada, Mo.

ANDERSON, ERNEST
WDEM, Providence, R. I.

ANDERSON, JOE
WQUA, Moline, Ill.

ANDERSON, LLOYD
KMOX, St. Louis, Mo.

ANDERSON, MILTON
WJAS, Pittsburg, Pa.

ANDERSON, ORVAL
KECA, Los Angeles, Calif.

ANDREWS, C. CHESTER
KOKX, Keokuk, Iowa

ANDREWS, DAVID
KFRM, Kansas City, Mo.

ANDREWS, DAVID
KMBC, Kansas City, Mo.

ANDREWS, EARL
WAUD, Auburn, Ala.

ANDREWS, JOHNNY
WBEU, Reading, Pa.

ANDERSON, DON
KPH & KFH-FM, Wichita,
Kansas.

ANGEL, BILL
KFDX, Wichita Falls, Tex.

ANGLE, MEL
KGIL, San Fernando, Cal.

ANSBRO, GEORGE
Young Widder Brown, NBC;
Life Begins at 80, TV; What
Makes You Tick, ABC

ANSPACH, ELDON
WOW-TV, Omaha, Neb.

APPLE, BILL
KRSC, Seattle, Wash.

ARANZAMENDI, FRANCISCO
WPRP, Ponce, P. R.

ARDEY, BOB
WNAR, Norristown, Pa.

ARLINGTON, CHARLES
KHJ, Los Angeles, Cal.

ARMBRISTER, RANDY
WYVE, Wytheville, Va.

ARMISTEAD, JAMES, N., JR.
Program Director, WRNO Inc.
Whitman Street Ext., Orange-
burg, S. C.

ARMSTRONG, ART
WBRW, Welch, W. Va.

ARMSTRONG, BUD
KOWH, Omaha, Nebr.

ARMSTRONG, TOM
WGAR, Cleveland, Ohio.

ARNOLD, GEORGE
KHBG, Okmulgee, Okla.

ARO, SAM
WNDB, Daytona Beach, Fla.

ARREDONDO, FRANK
WAPA, San Juan, P. R.

ARTAU, MARIANO
WIAC, San Juan, P. R.

ARTER, MALCUM
WKOK, Sunbury, Pa.

ARTIUR, DOUG
WIBG, Philadelphia, Pa.

ARTHUR, JON
does ABC; Network Show
titled No School Today;
WSAI, Cincinnati, Ohio.

ASHBURN, RON
WNOX, Knoxville, Tenn.

ASCELLES, JOHN
WGR, Buffalo, N. Y.

ASHMAN, MIKE
KTOH, Lihue, Kauai, T. H.

ASHTON, KEITH
KFQD, Anchorage, Alaska.

ASKINS, STUART
WHGB, Harrisburg, Pa.

ASMAN, BOB
WQVA, Geneva, N. Y.

ASPLUND, STAN
KPUG, Bellingham, Wash.

ATHERTON, BOB
KOSF, Nacogdoches, Tex.

ATKINS, HARRY
WDKD, Kingstree, S. C.

ATWATER, F. KENT
WJRI, Lenoir, N. C.

ATWELL, HOWARD
WVPO, Stroudsburg, Pa.

AUSTIN, BOB
WCTT, Corbin, Ky.

AUSTIN, DON
WHOW, Clinton, Ill.

AUSTIN, GUY O.
WTWN, St. Johnsbury, Ver-
mont

AUSLEY, WALLY
WBTM, Danville, Va.

AVERY, CHARLES
WFPG, Atlantic City, N. J.

AYCOCK, BOB
WPLI, Jackson, Tenn.

AYLING, DICK
KEPO, El Paso, Tex.

— B —

BABB, HUGH
WLAW, Lawrence, Mass.

BABCOCK, WILLIAM
WJAS, Pittsburg, Pa.

BACA, ART
KURV, Edinburg, Tex.

BACHARACH, BERT
Next Week in New York
ABC

BADGLEY, ROBERT
KWWL, Waterloo, Iowa.

BAEKEY, ED
WASA, Havre de Grace, Md.

BAILEY, CLIFFORD
KSBW, Salinas, Cal.

BAILEY, JIM
WCEN, Mt. Pleasant, Mich.

BAILEY, JIM
KRDU, Dinuha, Cal.

BAILEY, LOUELLA, MRS.
WMBH, Joplin, Mo.

Announcers—M-C's

BAILEY, REED
WSTS Southern Pines N C

BAKER, JAMES
WBW Bedford Ind

BALCH FRANK A
WWSR St Albans Vermont

BALDWIN, BILL
KSO Des Moines, Iowa,

BALL, ROGER
WJBM, Miami Beach, Fla

BANDA, ROBERT W
WSPC Anniston, Ala

BENFIELD, ROBERT
WLIO E Liverpool Ohio

BANKSON, JACK
KJIA Twin Falls, Ida

BARBER, DON
WGDS Miami Fla

BARCLAY, ALAN
WAMS Wilmington Del

BARILE, LOU
WKAL Rome N Y

BARLOW, JOHN
KUTA Salt Lake City, Utah

BARLOW, RAY
WDAD Indiana Pa

BARNES, HARRIET
KSRO Santa Rosa Cal

BARNES, TEDDY
WEKR Fayetteville Tenn

BARNETT, EARL G.
KGLI Safford, Ariz

BARNETT, RUSS
WAND A Gram WAND Canton, O

BARR, FRED
WWRU Woodsch, N Y

BARRETT, BILL
WCID, Columbia Miss

BARRETT, JOHN
WKY, Evansville, Ind.

BARRETT, RICHARD E.
WVZ, New Haven, Conn

BARRETT, RICK
KTMS Santa Barbara, Cal

BARRON, LEE
KBOB Omaha, Nebr

BARRICK, JOHN
WKAY Glasgow, Ky

BARRY, JOSU
WNOB, Norfolk, Va

BARTLETT, BOB
WOLF Syracuse, N. Y

BARTLETT, CURRY
WABM, Houlton, Me

BARTLETT, RAY
KWKH, Shreveport, La

BASKETT, MILES H., JR.
WHTC, Holland, Mich

BASS, GRADY
KSFA Nacogdoches Tex

BASSO, NICK
WBJR Morgantown W Va

BATCHELOR, RICHARD
WDBO, Orlando, Fla.

BATE, DICK
WNOB, Daytona Beach, Fla

BATEY, HUGH
WPDQ, Jacksonville, Fla

BAUER, GEORGE
WGN TV, Chicago Ill

BAUMAN, BILL
KBYD Minneapolis Minn

BAXTER, GORDEON, JR.
KPAC, Ft Worth, Tex

BAZELL, BOB
WPWA, Chester, Pa

BEACHWOOD, BUD
KMEB, Medford Ore

BEAN, DON
WJBB, Macon, Ga

BEATTY, ROSS H.
WELM Elmira N Y

BECKER, LANDSEY
KIUP Durango Col

BECKER, SANDY
Charli Wild Private Detective
CBS TV

BEEBE, JOHN
WKAN Kankakee Ill

BEECHAM, WALLA
WKRM Columbia Tenn

BEHNER, DICK
K'LO, Leavenworth, Kans.

BEKAS, TONY
WHGB, Harrisburg Pa

BELL, DOUGLAS
WSOC, Charlotte N C

BELL, JACK
KDET Center Texas

BELLM, MILTON
WDAR, Savannah Ga

BELLMIR, MAL
WCFL, Chicago Ill

BELLO, TONY
KWK St Louis Mo

BENAS, HANK
WWSG, Glen Falls, N Y.

BENDER, TED
KTSM, El Paso Tex

BENGTSON, CHARLIE
WATR, Waterbury Conn

BENNETT, LEE
WGN Chicago, Ill

BENNETT, RAY
KGA Spokane Wash

BENNETT, BING
WLOS Asheville, N C

A
N
N
O
U
N
C
E
R

BIG
STORY



N
A
R
R
A
T
O
R

CAVALCADE
OF
AMERICA

CY HARRICE

Announcers—M-C's

- BENNINGTON, WILLIAM**
KOCA, Kilgore, Tex.
- BENSON, HAL**
WMP5, Memphis, Tenn.
- BENSON, RICHARD H.**
WTRC, Hickory, N. C.
- BENTLEY, DICK**
KOSF, Nacogdoches, Tex.
- BERG, ALLAN L.**
KALI, Pasadena, Cal.
- BERGEN, RON**
WAEB, Allentown, Pa.
- BERLIN, PAUL**
KNUZ, Houston, Tex.
- BERNDT, IRVING A., JR.**
WRAC, Williamsport, Pa.
- BERRYMAN, ROBERT E.**
WBBC, Flint, Mich.
- BERTRAND, JACK**
WIBR, Baton Rouge, La.
- BIER, JOE**
WOR, New York, N. Y.
- BIGLER, TOM**
WILK, Wilkes-Barre, Pa.
- BING, SIDNEY**
WBAL-TV, Baltimore, Md.
- BINGHAM, PETE**
WJOI, Florence, Ala.
- BINGMAN, FRANK**
KHI, Los Angeles, Cal.
- BIONDI, RICHARD**
KVOB, Alexandria, La.
- BIRDAS, GEORGE**
WLNK, Peekskill, N. Y.
- BIRMINGHAM, JOHN J.**
WNBZ, Saranac Lake, N. Y.
- BIVINS, BILL**
Fred Waring Show
CBS-TV
- BLACK, ALLAN**
WPPT, Pittsburgh, Pa.
- BLACK, JOHN**
KGB, San Diego, Cal.
- BLAIR, CURT**
WOAY, Oak Hill, W. Va.
- BLAGG, BOB**
WDNE, Elkins, W. Va.
- BLAINE, JIMMY**
B. April 17, 1924, Greenville, Texas
Stop The Music, ABC-TV; The Speidel Show, NBC-TV; Pulitzer Prize Playhouse, ABC-TV; The Jimmy Blaine Show, ABC; Marry Go Round, ABC.
- BLAKE, MILTON**
KLX, Oakland, Cal.
- BLANCHARD, LOWELL**
WNOX, Knoxville, Tenn.
- BLANTON, WALLY**
KFJZ, Ft. Worth, Tex.
- BLEICH, JERRY**
WPLA, Plant City, Fla.
- BLOODWORTH, WM. G.**
WMVG, Milledgeville, Ga.
- BLOSS, BILL**
WPAD, Paducah, Ky.
- BLUE, PAUL**
KTLN, Denver, Col.
- BOARDMAN, FRANK**
KSWO, Lawton, Okla.
- BODIE, ARMAND**
WSOC, Charlotte, N. C.
- BOGARTE, HOWARD**
WFAA-TV, Dallas, Tex.
- BOGDEN, HILARY**
WJAS, Pittsburgh, Pa.
- BOGGS, RAN**
WMTC, Vanceville, Ky.
- BOGGS, WADE**
WGAA, Cedartown, Ga.
- BOHEN, BILL**
WHEN, Syracuse, N. Y.
- BOHLAN, BILL**
WEAU, Eau Claire, Wis.
- BOLAND, CHARLIE**
KRLD, Dallas, Texas
- BOLBY, BOB**
WITZ, Jasper, Ind.
- BOLLINGER, GENE**
WEGO, Concord, N. C.
- BOLLWINKEL, CAL**
WHFB, Benton Harbor, Mich.
- BOLTON, BILL**
KALB, Alexandria, La.
- BOLTON, LESLIE R.**
KARK, Little Rock, Ark.
- BOOKER, BOB**
WIVY, Jacksonville, Fla.
- BOOKER, BOB**
WMBR-TV, Jacksonville, Fla.
- BOOTHBY, JOHN**
WGAT, Utica, N. Y.
- BOND, DAVE**
WOTW, Nasbua, New Hampshire.
- BONDARIN, AVRUM**
KFOR, Lincoln, Nebr.
- BOREN, CHARLEY**
WELO, Tupelo, Miss.
- BORGESEN, ARTHUR**
WMMW, Meriden, Conn.
- BORIN, LEO**
WHAY, New Britain, Conn.
- BORKERO, MIGUEL A.**
WPRP, Ponce, P. R.

✓ **RADIO ANNOUNCER**

- "STRIKE IT RICH" — CBS
"TRUE DETECTIVE MYSTERIES" — MBS

✓ **TV SALESMAN**

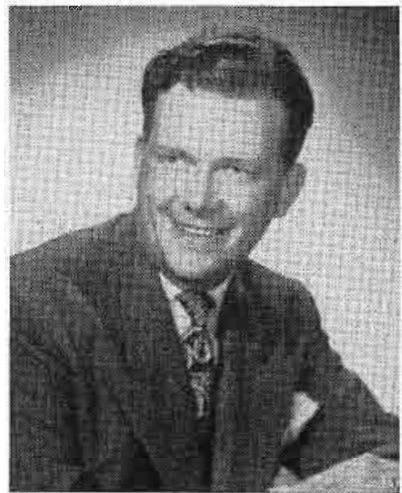
- "HENRY MORGAN SHOW" — NBC-TV
"LIGHTS OUT" — NBC-TV
"STOP THE MUSIC" — ABC-TV
"ELOISE SALUTES THE STARS" — DUMONT

✓ **NEWSCASTER**

- "NEWSWEEK PERISCOPE" — SYNDICATED

✓ **M.C.**

- "SECOND HONEYMOON" — WOR



RALPH PAUL

Announcers—M-C's

LOSE, ERIC
 WJFB, Middleseton, Ohio

ROSL LARRY
 WNOE, New Orleans, La

BOULTINGHOUSE, KEN
 WROY, Carmi, Ill

BOULTON, MILO
 WPAT, Paterson, N. J.

BOURQUE, WARREN
 WERI, Westerly, R. I.

BOWDIDGE, JOHN
 WRFC, Athens, Ga.

BOWER, RICHARD W.
 WRAR, Williamsport, Pa.

BOWERS, BILL
 KTLN, Tulsa, Okla.

BOWMAN, GUY
 WJBK-TV, Detroit, Mich.

BOYSEN, JIM
 WTCN, Minneapolis, Minn.

BOYCE, WILLIAM
 KWBE, Beatrice, Nebraska

BRADFORD, JOHN
 WJNS, New York, N. Y.

BRADLEY, AL M.
 WQBC, Vicksburg, Miss.

BRADLEY, BOB
 WMIL, Milwaukee, Wis.

BRADLEY, JACK
 WSAZ, Huntington, W. Va.

BRADLEY, LYLE
 WTRY, Troy, N. Y.

BRADLEY, SAM
 KCHS, Hot Springs, N. M.

BRADLEY, WES
 KRDO, Colorado Springs, Col.

BRADSHAW, BILL
 WCRY, Cincinnati, Ohio.

BRADSHAW, TOM
 Man On The Street
 WHTI, Newport News, Va.

BREWER, DONALD I.
 KFML, Tulsa, Okla.

BRELAND, ED
 WAML, Laurel, Miss.

BREYER, ERNIE
 WDAY, Fargo, North Dakota

BRETT, ROBERT
 WSAV, Savannah, Ga.

BRENNER, STERLING
 WCOR, Lebanon, Tenn.

BRIEN, PEYTON
 WBAC, Cleveland, Tenn.

BRIGGS, FRED
 KFMB-TV, San Diego, Cal.

BRINK, CHARLES
 WHAM, Rochester, N. Y.

BRISCOE, ARTHUR
 WSTV, Stevensville, Ohio

BRISENDINE, ROBERT
 WERD, Atlanta, Ga.

BRITTAIN, BILL
 WATL, Atlanta, Ga.

BROCK, RAY
 WILBY, Appleton, Wis.

BRODE, BUDDY
 WSNR, Norristown, Pa.

BROKAW, BILL
 KGIW, Alamosa, Col.

BROKAW, JAMES
 WCOP, Boston, Mass.

BROKESHIRE, NORMAN
 Hollywood Star Playhouse
 CBS

BROXSON, WALTER
 KFTO, San Bernardino, Cal.

BROWERS, NEAL
 KERO, Bakersfield, Cal.

BROWN, ART
 WWDC, Washington, D. C.

BROWN, ART
 WIMA, Lima, Ohio

BROWN, BILL
 Musical Varieties, WSTP, Salisbury, N. C.

BROWN, BILL
 KNEA, Nevada, Mo.

BROWN, BOB
 WATV, Newark, N. J.

BROWN, BOB
 WSDR, Sterling-Lixon, Ill.

BROWN, FRANK
 KXLW, St. Louis, Mo.

BROWN, HARRY
 WBEA, Pittsfield, Mass.

BROWN, LARRY
 Your Request Please, WPEX, Philadelphia, Pa.

BROWN, MORGAN
 WABM, Houlton, Me.

BROWN, PAUL
 Music For Milady: Housewife Special, WMGW, Meadville, Pa.

BROWN, WOODBRIDGE B.
 WHAI, Greenfield, Mass.

BROWNING, DOUG
 Champion Roll Call, Stop The Music, NY Calls, Marry Go Round
 ABC

BROOKS, ED
 WBBB, Burlington, N. C.

BROOK, PHILLIP
 WDBO, Orlando, Fla.

BROOKS, TOM
 KAWT, Douglas, Ariz.

BROOKS, TOM
 Ladies Day, WHAS, Louisville, Ky.

BRIE, AL
 WCHA, Chambersburg, Pa.



ED HERLIHY

ED HERLIHY'S
 "DATE IN MANHATTAN"

•

"THE BIG SHOW"

•

HORN & HARDART
 "CHILDREN'S HOUR"

•

KRAFT TELEVISION
 THEATRE

Announcers—M-C's

BRUGGEMAN, VERN
KALL, Salt Lake City, Utah

BRYAN, GEORGE
Arthur Godfrey's Talent Scouts
CBS

BUBE, ROBERT
WPTW, Piqua, Ohio.

BUCKLEY, BILL
KICK, Springfield, Mo.

BUDD, MILTON
WMBD, Peoria, Ill.

BUECHLER, JACK
WKOW, Madison, Wis.

BUHLER, MILDRED
Calling All Folk Dancers.
KVSM, San Mateo, Cal.

BVICE, ROBERT L.
KARK, Little Rock, Ark.

BULLEN, REED
KVNU, Logan, Utah.

BULLER, RICHARD
WKMH, Dearborn, Mich.

BURI, IRENE
WLIP, Kenosha, Wis.

BURGE, HARRY
WFTL, Ft. Lauderdale, Fla.

BURK, TED
WLBC, Muncie, Ind.

BURKA, BUD
WTIP, Charleston, W. Va.

BURNETT, CHARLES
KHUZ, Borger, Texas

BURNS, ALLEN
WMPS, Memphis, Tenn.

BURNS, ED
WGNV, Newburgh, N. Y.

BURR, ROLPH
WMGA, Moultrie, Ga.

BURT, BILL
WLW-C, Columbus, O.

BURT, GARLAND
WLAQ, Lakeland, Fla.

BURWELL, TED
WCKB, Dunn, N. C.

BUSLEE, HENRY
WISC, Madison, Wis.

BUTHERUS, ED
KGW, Portland, Ore.

BUTLER, FRANKLIN
WRFC, Athens, Ga.

BUTLER, JIM
WVLN, Olney, Ill.

BUTLER, WARDE
WHIZ, Zanesville, Ohio.

BUTSCHER, THOMAS
WPAR, Parkersburg, W. Va.

BUTTERFIELD, BILL
KMYR, Denver, Col.

BYRNES, JIMMY
KNOR, Norman, Okla.

CALDWELL, LARRY
WPIC, Sharon, Pa.

CALIST, AL
WDNE, Elkins, W. Va.

CALLAN, JOHN D.
WTAN, Clearwater, Fla.

CALVERT, BILL
WPAT, Paterson, N. J.

CALVERT, ROBERT
WAJR, Morgantown, W. Va.

CAMPBELL, DAVE
WBT, Charlotte, N. C.

CAMPBELL, DICK
Teen Club
WDVA, Danville, Va.

CAMPBELL, REX
KSL-TV, Salt Lake, Utah.

CAMPBELL, STERLING
WMIX, Mt. Vernon, Ill.

CAMPOFREDA, NICK
WAAM-TV, Baltimore, Md.

CANADY, JACK
KPHO-TV, Phoenix, Ariz.

CANNADY, BILL
WJMO, Cleveland, Ohio.

CANNON, SAM
WCEM, Cambridge, Md.

CARDEN, JOHN
WJBC, Bloomington, Ill.

CARLO, WILLIAM
WEDO, McKeesport, Pa.

CARLISE, PAUL
WAML, Laurel, Miss.

CARLSON, ADE
WEBC, Duluth, Minn.

CARLSON, J. RALPH
WJTN, Jamestown, N. Y.

— C —

CALDWELL, CLYDE
KFVD, Los Angeles, Cal.

CADDELL, GRAHAM
WJMX, Florence, S. C.

CADDELL, RAYMOND
WHSC, Hartsville, S. C.

CAIN, CLAUDE
KWEI, Weiser, Idaho.

CALDWELL, JOE
KCLW, Hamilton, Texas.

**DON
HANCOCK**

Radio Registry



Announcers—M-C's

CARLSON, RICHARD
WCDD, Carbondale-Honesdale Pa.

CARLSON, TED
KRUL, Corvallis, Ore.

CARMICHAEL, LES
KWIK, St. Louis, Mo.

CARPENTER, KEN
Bing Crosby Show
CBS

CARPENTER, PAUL E.
WCBA, Carving, N. Y.

CARR, JOHN
WIL, St. Louis, Mo.

CARR, ROY
WLOL, Minneapolis, Minn.

CARROLL, RALPH
WNBF, Binghamton, N. Y.

CARROLL, ROGER
KGER, Long Beach, Cal.

CARROLL, TOMMY
WMBR-TV, Jacksonville, Fla.

CARSON, JOHN
WOW-TV, Omaha, Neb.

CARSWELL, TOM
WIVY, Jacksonville, Fla.

CARTER, FRANK
WKDN, Camden, N. J.

CARTER, JERRY
WKIP, Poughkeepsie, N. Y.

CARTER, NICK
WYVE, Wethersville, Va.

CARTER, NICK
KERE, Jacksonville, Tex.

CASE, NELSON
Feb. 3, 1910, B. Long Beach, Cal.
Lowell Thomas, CBS; Armstrong
Circle Theater, NBC-TV, Ken
Murray Show, CBS-TV, Frigi-

daire Comedy Hour, NBC-TV

CASTBERG, RALPH
KNGS, Hanford, Cal.

CAVON, EARL
WCAV, Norfolk, Va.

CAUDILL, ROBERT
WBBC, Flint, Mich.

CAVANAUGH, LEE
KMOX, St. Louis, Mo.

CAVVAL, BOB
KWAT, Watertown, S. D.

CESSNA, BOB
WFVC, Alma, Mich.

CHAMBERLIN, BRUCE, MR.
WHOT, South Bend, Ind.

CHAMBERLIN, GEORGE
WGBS, Miami, Fla.

CHAMBERS, PAT
WFLA, Tampa, Fla.

CHAMLEE, ROBERT
KXGI, Ft. Madison, Iowa.

CHAMPION, MATT
KLYN, Amarillo, Texas.

CHAMPLAIN, GLENN
KEYD, Minneapolis, Minn.

CHAPMAN, ED
WKRQ, Mobile, Ala.

CHAPPELL, LLOYD
KNGS, Hanford, Cal.

CHASTAIN, TONY
WORZ, Orlando, Fla.

CHAPMAN, PERRY
KUBC, Montrose, Col.

CHASE, WARD
WBAY, Green Bay, Wis.

CHERNAULT, GEORGE
WLSL, Roanoke, Va.

CHERRY, CHARLES
KTOH, Lohme, Kansas, T. H.

CHIESSER, ALEC
KUTE, San Antonio, Tex.

CHRISUM, DUB
KDDD, Dumas, Tex.

CHOATE, HOWARD
WRJ, Humboldt, Tenn.

CHRISTENSEN, FRED
WMPB, Memphis, Tenn.

CHRISTIAN, CHARLES
WHAL, Shelbyville, Tenn.

CHRISTISON, LOWELL
WRFW, East Claire, Wis.

CHULICK, J.
WLOA, Braddock, Pa.

CLARK, BILL
WJCD, Seymour, Ind.

CLARK, CASEY
Buckeye Frolics
WRFD, Worthington, Ohio.

CLARK, JAMES
WSSB, Durham, N. C.

CLARK, GORDON
KRAL, Rawlins, Wyoming.

CLARK, JAMES
WWJ, Detroit, Mich.

CLARK, JIMMY
WBLJ, Dalton, Ga.

CLARK, RANDALL
WAOV, Vincennes, Ind.

CLARK, ROGER
WNOR, Norfolk, Va.

CLARK, TOM
WRH, Zanesville, Ohio.

CLARK, TOM
WTNS, Coshocton, Ohio.

CLAYBOW, BOB
WFYC, Alma, Mich.

CLAYTON, TOM
WLLH, Lowell-Lawrence,
Mass.



Walter Herlihy

M. C.

MARKET MELODIES — WJZ-TV

LADIES DAILY — WJZ-TV



FRANK GALLOP

Announcers—M-C's

CLEARY, ED
 KOSE, Osceola, Ark.
CLEAVER, MARSHALL S.
 WKAP, Allentown, Pa.
CLEMENT, J. B.
 WBCU, Union, S. C.
CLEMENT, JOHN
 WXGI, Richmond, Va.
CLEMENT, JOHN
 WFLB, Virginia, Minn.
CLEMENTS, CLEM
 KXGN, Glendive, Montana.
CLEVER, JIM
 WBCK, Battle Creek, Mich.
CLINE, KEN
 WJBX, Detroit, Mich.
CLOW, KENNETH P.
 WGBG, Greensboro, N. C.
COBB, AL
 KXOX, Sweetwater, Tex.
COCHRAN, BILL
 Buck Rogers
 TV, ABC
COCKEREL, CLEM
 WKCT, Bowling Green, Ky.
COLE, RAY
 RTAN, Sherman, Tex.
COLE, TRACY W.
 WWSR, St. Albans, Vermont
COLEMAN, BARRY
 KMYR, Denver, Col.
COLEMAN, CHARLES
 Ham & Eggs
 WGKV, Charleston, W. Va.
COLEMAN, PAUL
 WINR, Binghamton, N. Y.
COLERIDER, GLENN
 WHKK, Akron, Ohio.
COLTON, MIFF
 WLAM, Lewiston-Auburn, Me.

COLTON, TOM
 WARB, Ware, Mass.
COLLIE, VIN
 WERI, Westerly, R. I.
COLLIER, RALPH
 WHAM-TV, Rochester, N. Y.
COLLINGSWORTH, JACK
 WLAG, LaGrange, Ga.
COLLINS, BOB
 KEXO, Grand Junction, Col.
COLLINS, DAVIE J.
 WHOK, Laneaster, Ohio.
COLLINS, JOHN
 WJIG, Tullahoma, Tenn.
COLLINS, PAUL
 WFBG, Philadelphia, Pa.
COLLYER, BUD
 (See Artists)
COMO, HUNTER
 KDAL, Duluth, Minn.
CONDIT, ED
 WABD-TV
CONDYLIS, PAUL
 WOOD, Grand Rapids, Mich.
CONNOR, GEORGE
 KRCT, Baytown, Texas.
CONOVER, HUGH
 Big Sister
 CBS
CONWAY, JULIE
 Theater Of Today, CBS; Fashion Magic, CBS-TV
CONRAD, GENE
 WHIO-TV, Dayton, O.
CONSTANT, A. H.
 KRON-TV, San Francisco, Cal.
COOLEY, SPADE
 (See Radio Artists)

COONS, FLOYD
 KASH, Eugene, Ore.
COOPER, BILL
 Tello Test
 WSTP, Salisbury, N. C.
COOPER, CLEM
 WENT, Gloversville, N. Y.
CORBETT, JOHN
 WBEN-TV, Buffalo, N. Y.
CORBITT, KEN
 WTIK, Durham, N. C.
COSLETT, FRANKLIN D.
 WBRE, Wilkes-Barre, Pa.
COSTLEY, JAN
 WINR, Binghamton, N. Y.
COUGHLIN, JOHN
 WOKZ, Alton, Ill.
COURLIS, BUD
 WWOD, Lynchburg, Va.
COURTNEY, DEL
 KPIX, San Francisco, Cal.
COVINGTON, DICK
 WHBQ, Memphis, Tenn.
COWLING, TERRY
 WCOP, Boston, Mass.
CRAFT, STAN
 Campus Quiz
 KXRO, Aberdeen, Washington
CRAGO, DICK
 WCBI, Columbus, Miss.
CRAIG, CHARLES
 Coffee Club
 WDVA, Danville, Va.
CRAIG, CHUCK
 WWST, Wooster, Ohio.
CRAIG, EG
 KCLE, Cleburne, Tex.
CRAIN, MARVIN
 Palestine, Tex.



BUD COLLYER



BEN GRAUER

NBC

Announcers—M-C's

CRANE, STEVE

H. Ladies
WZIP, Covington, Ky.
CRAWFORD, SAM
KGA, Okmape, Wash.
CREAMER, JAMES ARTHUR
WAGF, Dothan, Ala.
CRISWELL, HARRY
WCHA, Chambersburg, Pa.
CRISWELL, WILLIAM
WCFM, Cumberland, Md.
CROCKER, BETTY
Betty Crocker
CBS-TV

CROCKETT, CHARLIE

KHON, Honolulu, T. H.

CROFT, MIKE

WHN, Huntington, Pa.

CROM, BOB

KGLD, Mason, City, Iowa

CROSS, GEORGE

WEXL, Royal Oak, Mich.

CROSS, MILTON

McGraw-Hill, Open, Primo
Playhouse, Mev. Opera, Aud.
Dons

CRUM, JOE

WBGK, Jessup, Ga.

CRUKSHANK, JIM

WFLA, Plant City, Fla.

CRUMP, GEORGE

WTOP-TV, Washington, D. C.

CRUICKFIELD, DOT GLAS

WLOH, Peopleton, W. Va.

CULLEN, BILL

Quick As A Flash, ABC, Nora
Drake, WOR, Winner Take All,
Give and Take, CBS

CUMMISKEY, BOB

Accent on Youth
WBFS, Bristol, Conn.
CUNNINGHAM, CARROLL
KTOW, Oklahoma City, Okla.
CURTIS, DEAN
KDHJ, Fairbault, Minn.
CURTIS, WILLIAM A.
WDGY, Minneapolis, Minn.
CURTLEIGH, BOB
WPTZ, Philadelphia, Pa.
CUTTE, JOE
WKRM, Columbia, Tenn.
CUTTING, BOB
KVIC, Victoria, Tex.

— D —

DAHL, JON

WDMJ, Marquette, Mich.

DAHLGREN, JOE

WLDY, Bann, Bann.

WLDY, Ladysmith, Wis.

DAILEY, DON

KWTO, Springfield, Mo.

DAIS, HANK

The Hen House
KNEX, McPherson, Kansas

DAZZELL, JOHN

WSAL, Logansport, Ind.

DANES, SPENCER

WKBY, Richmond, Ind.

D'ANGELO, ARNOLD

WKRT, Portland, N. Y.

DANIELS, BOB

KDAL, Duluth, Minn.

DANIELSON, JIM

WTOB, Winston-Salem, N. C.

DASTIN, PAUL

WCH, Columbia, Miss.

DARBY, VAN B.

WWVO, Pineville, W. Va.
DARGO, ROBERT
WCSI, Portland, Me.
DARLAND, BILL
KELD, El Dorado, Ark.
DAVENPORT, ED
KUDW, Alliance, Nebraska
DAVIDSON, RANDY
WRS, Greenwood, S. C.
DAVIDSON, WILLIAM J.
KLV-TV, Hollywood, Cal.
DAVIS, ALVIN
WCSC, Charleston, S. C.
DAVIS, BILL
KHBB, Okmulgee, Okla.
DAVIS, BOB
WTYC, Rock Hill, S. C.
DAVIS, BRITT
KOWB, Laramie, Wyoming
DAVIS, CLADE J.
KTFM, Fonda, Tex.
DAVIS, DICK
WJLL, Steubenville, Ohio

DAVIS, GEOFF

B. July 26, 1918, Edmonton,
Canada, Commercial Announcer
for the Atlantic Refining Com-
pany on Yankee Baseball Net-
work, Staff Announcer for WINS,
ET Series for the American
School, the World Telegram and
Sun

DAVIS, GEORGE

WRBL, Columbus, Ga.

DAVIS, HAL

KRSI, St. Joe, Wash.

DAVIS, JACK

WBIZ, Elm City, Wis.



Johnny Olsen

RADIO, TELEVISION, RECORDS

"It's good to be working!"

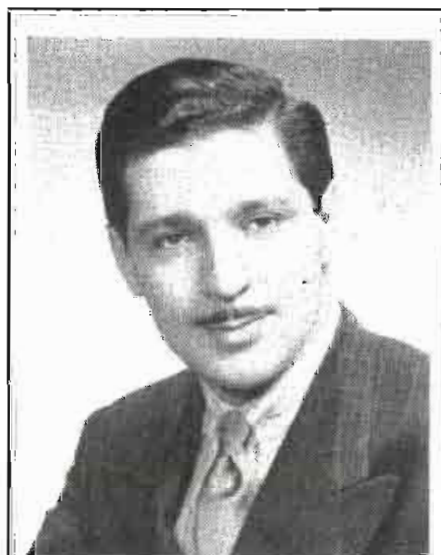
JOHNNY OLSEN'S LUNCHEON CLUB

Daily on ABC for (PHILIP MORRIS)

JOHNNY OLSEN'S RUMPUS ROOM

Daily on Dumont (PREMIER FOODS)

AND Daily on Records (RCA VICTOR)



KEN ROBERTS

ANNOUNCER - M.C.

on Radio and TV for Philip Morris —

Bulova — P & G — Pillsbury Flour

Ken Roberts Show — WMGM

SU 7-5400

Announcers—M-C's

DAVIS, JAY
KLPB, Oklahoma City, Okla.

DAVIS, JOHNNY 'SCAT'
WXYZ-TV, Detroit, Mich.

DAVIS, MARK
KFRD, Rosenberg, Tex.

DAVIS, WAYNE
WCJT, Newark, Ohio.

DAWKINS, ED
WJMB, Brookhaven, Miss.

DAY, DEL
KFAR, Fairbanks, Alaska.

DAY, JOHN
WHDH, Boston, Mass.

de HOLCZER, GEORGE
B. Nov. 23, Akron, O.; Captain Video, WABD - Dumont; Armstrong Theater, CBS; March Of Time, NBC; CBS School of the Air, CBS; Cavalcade of America, NBC.

DEAL, BILL
WCAM, Camden 1, N. J.

DEAN, DON
WABJ, Adrian, Mich.

DECKER, BEN
WIRK, West Palm Beach, Fla.

DECKER, TOM
KWWB, Walla Walla, Wash.

DEEGAN, MIKE
WJML, Philadelphia, Pa.

DEFAY, DICK
WTVE, Coldwater, Mich.

DeHAVEN, BOB
WCCO, Minneapolis, Minn.

DELMONT, JIMMIE
WPCN, Minneapolis, Minn.

DESMOND, ED
WINA, Charlottesville, Va.

DeVICTOR, MARTY
WBNS, Columbus, Ohio.

DEWEY, CHUCK
WOBS, Jacksonville, Fla.

DeYOUNG, JOHN
WGL, Ft. Wayne, Ind.

DIAZ, JUAN RODRIGUEZ
WVJP, Caguas, P. R.

DIAZ, JOSE RAMON
WAPA, San Juan, P. R.

DICK, DON
WBEX, Chillicothe, Ohio.

DICKERMAN, C. H.
WEEL, Boston, Mass.

DICKOFF, CHARLES
WISC, Madison, Wis.

DIEDEN, ED
KSPA, Santa Paula, Cal.

DIFFIG, BILL
WFNS, Burlington, N. C.

DILLINGHAM, ALEX
WLS, Lansing, Mich.

DILWORTH, SCOTT
WJOL, Joliet, Ill.

DINSMORE, ED
WBEN-TV, Buffalo, N. Y.

DIRN, JOHN
KYOR, Blythe, Cal.

DIXON, BOB
(See Artists)

DIXON, CLARENCE
KLKC, Parsons, Kans.

DIXON, LARRY
KGLC, Miami, Okla.

DIXON, MASON
KICD, Spencer, Iowa.

DOAK, BILL
KATL, Houston, Tex.

DOAN, DOROTHY
Vanity Fair
CBS-TV

BODDS, DARWIN
KDSH, Boise, Idaho.

DOHERTY, SIDNEY
WJLS, Beckley, W. Va.

DOLAN, TOM
WJZM, Clarkesville, Tenn.

DONALD, JACK
WOOD, Grand Rapids, Mich.

DONALDSON, BOB
WAUD, Auburn, Ala.

DONALDSON, DAN
Ma Perkins
CBS

DONEA, JIM
WSRS, Cleveland, Ohio.

DONLEAVY, RON
WWOL, Buffalo, N. Y.

DOOLEY, PETE
WVJS, Owensboro, Ky.

DOOLEY, TED
KVCV, Redding, Cal.

DORR, RUSSELL A.
WGAN, Portland, Me.

DOSS, CHARLES
WROM, Rome, Ga.

DOUGHERTY, CHUCK
KODJ, Cody, Wyoming

DOWNING, DYER
KGY, Olympia, Wash.

DOYLE, DICK
KSDN, Aberdeen, S. D.

DOYLE, VINCE
WJVA, South Bend, Ind.

DRAPER, LARRY
WFAI, Augusta, Me.

DREPPERD, BOB
WLOW, Norfolk, Va.



TONY MARVIN

C.B.S.

HAL-TUNIS

Announcers—M-C's

DREW, AL
Children's Hour
WCBT, Roanoke Rapids, N C

DRISCOLL, LEE
WFDF, Flint, Mich.

DRIVER, JOHN
WXGI, Richmond Va

DRUMMOND, JOHN
KCRS, Midland, Tex

DUCK, GEORGE J.
WWPF, Palatka Fla

DUKAS, JAMES
WAJR, Morgantown, W. Va

DULANE, CHUCK
WGAY, Silver Spring Md

DULL, JIM
WBAX, Wilkes-Barre, Pa

DUNAVANT, BOB
WJMW, Athens Ala

DUNBAR, HUGH R.
WKIC, Hazard, Ky.

DUNCAN, CARL
WKOX, Framingham Mass

DUNCAN, DICK
WBLK, Clarksburg W Va

DUNCAN, NORVIN
WFBC, Greenville, S C

DUNCAN, W. J.
KSWA, Graham, Tex

DUNDAS, BOB, JR.
KPRC, Houston, Tex

DUNHAM, JOHN
WBKB, Chicago Ill

DUNHAM, RICHARD H.
B. Feb 26, 1916, We Love and Learn, NBC

DUNIGAN, JACK
KFRM, Kansas City, Mo

DUNLAP, WALLACE
WLIZ, Bridgeport, Conn

DUNLEVY, JIMMY
KYJC, Medford Ore.

DUNN, EDDIE
True or False, MBS, Prudential-Jack Berch, NBC, TV Telephone Game, ABC-TV; Show of Shows, NBC-TV; Number Please, World ET

DUNN, JAMES
KOTV, Tulsa, Okla

DUNN, JEANNE
WTRF, Bellaire, Ohio

DUNN, MIKE
WXLW, Indianapolis, Ind

DURAND, TOM
WFTM, Trenton N. J

DURIHAM, DEAN
KVOB, Alexandria, La

DYER, BOB
WKNX, Saginaw, Mich

DYER, HAROLD
WIDE, Buford, Me

— E —

EARLE, BOB
KSO, Des Moines, Iowa

EASON, DICK
KREL, Baytown, Texas

EATON, BOB
WKID, Urbana Ill

ECKLES, DAMON
WDAE, Tampa Fla

EDNEY, KERMIT
WKPK, Hendersonville, N C

EDWARDS, AARON
KIBE, Palo Alto, Cal

EDWARDS, BILL
KGO, San Francisco Cal

EDWARDS, TOM
KOSA, Odessa, Tex.

EDWARDS, TOMMY
WXYX, Waycross, Ga

EGGERT, GEORGE
WFRG, Altoona, Pa

EHRlich, STAN
WROX, Charlesdale, Miss

EICHMAN, JACK
WMRA, Myrtle Beach, S C

ELLESON, D.
KRON-TV, San Francisco Cal

ELLIOT, ART
KODL, The Dallas, Ore

ELLIOT, CHUCK
WMGY, Montgomery, Ala

ELLIOT, JAY
Casco Theater
WSUD-TV, Toledo, O.

ELLIOT, JIM
WWWR, Russellville Ala

ELLIOT, ROBERT
WHDH, Boston Mass

ELLIOTT, BOB
WTOD, Toledo, Ohio

ELLIOTT, JOHN
KROS, Clinton, Iowa

ELLIOTT, WILLIAM
WLJZ, Bridgeport, Conn

ELLIS, DICK
WBEL, Elizabethton Tex.

ELLIS, HAP
KOLT, Scottsbluff, Neb

ELLIS, LOI
WKCT, Bowling Green Ky



CARL KING

PL. 7-0700



MORT LAWRENCE

ANNOUNCER — EMCEE — NARRATOR

LE. 2-1100

(LET IT RING, THEY'LL ANSWER SOON)

Announcers—M-C's

ELLISON, WM.
WBEP-TV, Rock Island, Ill.

ELLSWORTH, BOB
WXKW, Albany, N. Y.

ENDICOTT, AL
KEPO, El Paso, Tex.

ENGBRETTSON, HAL
KGYW, Vallejo, Cal.

ENGLE, HOLLAND
WGN, Chicago, Ill.

ENGLISH, JAMES
WKYB, Paducah, Ky.

ENTRESS, PAUL
WTXL, W. Springfield, Mass.

ERCK, LOU
KSST, Sulphur Springs, Tex.

ERICKSON, ARVID
KFAR, Fairbanks, Alaska

ERICKSON, LEO
KVAN, Vancouver, Wash.

ERWIN, GEORGE
KFJZ, Ft. Worth, Tex.

ERWIN, SCOTT
Melody Ramblers
WIBR, Baton Rouge, La.

ESCOBEDO, MANUEL
KTXN, Austin, Texas

ESTELLE, DICK
WTVB, Coldwater, Mich.

ESTES, DAVE
KICK, Springfield, Mo.

EVANS, AL
KCLA, Pine Bluff, Ark.

EVANS, CLAUDE
KOME, Tulsa, Okla.

EVANS, DAVE
KVOE, Santa Ana, Cal.

EVANS, JEFF
Night Specials
WL DY, Ladysmith, Wis.

EVANS, JOHN
WIS, Columbia, S. C.

EVANS, LOU
KSUN, Bisbee, Ariz.

EVANS, ROBLEY
WHK, Cleveland, Ohio

— **F** —

FAGAN, PATRICK
WUSJ, Lockport, N. Y.

FALLON, TODD
Music From the Mecca
WWXL, Peoria, Ill.

FANCHER, KAY
KPDN, Pampa, Tex.

FARRELL, BILL
KMHL, Marshall, Minn.

FARRELL, MAURY
WAFM-TV, Birmingham, Ala.

FARRELL, MAURY
WAPI, Birmingham, Ala.

FARRELL, WAYNE
WOBS, Jacksonville, Fla.

FARRINGTON, FELDEN
Romance of Helen Trent
CBS

FAULK, LINK
WCKB, Dunn, N. C.

FAULKNER, BILL
WISH, Indianapolis, Ind.

FAULKNER, CHARLES
WVVW, Fairmont, W. Va.

FEESE, HUBERT
KSIW, Woodward, Okla.

FEGER, GEORGE
WDSG, Dyersburg, Tenn.

FELACK, MIKE
WRPA, New Kensington, Pa.

FELL, WILLIAM H.
WWGP, Sanford, N. C.

FENNEL, DICK
WRDW, Augusta, Ga.

FERGUSON, HUGH
WCAU, Philadelphia, Pa.

FERGUSON, JOHN
WAFB, Baton Rouge, La.

FERGUSON, MAURY
WKRY, Oklahoma City, Okla.

FERRIE, BOB
KITE, San Antonio, Tex.

FIGUEROA, VICTOR
WCMN, Arecibo, P. R.

FIELDS, CHARLES
KMBD, Medford, Ore.

FIELDS, GUYLER P.
WRHI, Rock Hill, S. C.

FILKINS, LARRY
KSCB, Liberal, Kansas

FINDLEYSON, JACK
KFEQ, St. Joseph, Mo.

FINGER, HOWIE
WSAM, Saginaw, Mich.

FINIAN, JOE
WISR, Butler, Pa.

FISHER, DALE
WTOP-TV, Washington, D. C.

FISHER, EARL
Tops in Pops
WFUN, Huntsville, Ala.

FISHER, JIM
KVOW, Littlefield, Tex.

FITZ, STEPHEN
All Sports
WSNY, Schenectady, N. Y.

FITZGERALD, JOHN
WXEL, Cleveland, O.

FITZGERALD, ROBERT
WOSC, Fulton, N. Y.



NELSON CASE



LONNY STARR

**ANNOUNCER — EMCEE
SPORTS COLOR
NARRATOR**

**STAFF
WNEW**

PL 3-3300

Announcers—M-C's

FLEISCHER, JIM
KUNW, Wheeling, West

FLEISCHMAN, DEAN
WSPB Sarasota, Fla

FLEISCHMAN, SOL
WDAE Tampa, Fla

FLEMING, ED
Our Gal Sunday
CBS

FLETCHER, WARREN
KETA Salt Lake City, Utah

FLOOD, BILL
Wendy Warner And The News
CBS

FLANN, CHARLES
WJWV Albany, Pa

FLANN, HOWARD
KMPX Los Angeles, Cal

FLANN, JACK
WJCY, Malone, N Y

FLYNN, PAT
KLYN Amarillo, Texas

FOLLMER, DICK
WSON Henderson, Ky

FORBES, BOB
WJMA Florence, S C

FORD, CHUCK
WCPX Savannah, Ga

FLORE, LLOYD
KAYS Hays, Kansas

FORD, HUTTON Q
WWDC Washington, D C

FORMAN, WIN
Sunday Side of The Street
WARM, Scranton, Pa

FORSTER, ROGER
Gamboniers
CBS

FOSS, DANNA
RTDS Hobart, Okla

FOSS, JOE
KROO Rochester, Minn

FOSTER, BILL
WWCA Gary, Ind

FOSTER, GENE
KFRB Fairbanks, Alaska

FOSTER, JOHN
WBAX Wilkes Barre, Pa

FOSTER, TERRY
WIBL Sheboygan, Wis

FOWLER, BILL
WGPC Albany, Ga

FOWLER, C. WILLIAM
WBAT Marion, Ind

FOX, GARRY
KROV Crookston, Minn

FOX, JAMES
WENS Burlington, N C

FOX, LES
WMMW Meriden, Conn

FOX, MIKE
KSTV Columbia, Texas

FRANCIS, AL
WKST New Castle, Pa

FRANCIS, GEORGE H.
WJPD Ishpeming, Mich

FRANCIS, JACK
Behop Hour
WGAU Augusta, Ga

FRANCIS, JOE
WNHC-TV New Haven, Conn

FRANK, DEL
WLOW Norfolk, Va

FRASER, GORDON
Nancy Craig, ABC

FRAZIER, ROBERT B.
WMMN Fairmont, W Va

FREEBORN, JACK
KBMW, Brookridge, Minn

FREEMAN, HARRY
KFSB Ft Smith, Ark

FRENCH BOB
KBOR Brownsville, Texas

FRENCH JIM
KPOA Honolulu, T H

FRIEBLE, JOE
KTBS Shreveport, La

FRIELING, JIM
WNRA Buffalo, Kenmore,
N Y

FROELICH, DON
WALX Waukesha, Wis.

FROEMMING, BOB
WREW Eau Claire, Wis

FURMAN, DON
KLLD Pocatello, Ida

FULLER, BOB
WBET Brockton, Mass

FULLER, CHUCK
WCMR Lemoyne, Pa

FULLERTON, JERRY
KINE Kingsville, Tex

FULTON, ROBERT
KELP El Paso, Tex

FUNSELL, BOB
KSPY Santa Paula, Cal



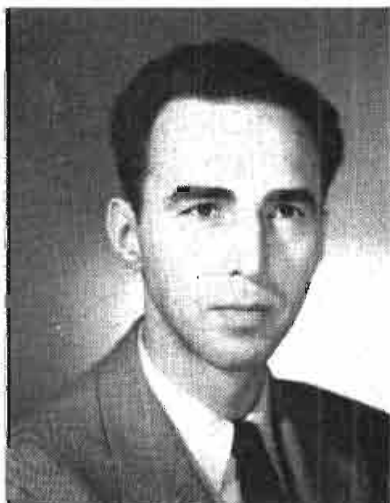
GAINES, CHARLES
WLET Tallahassee, Fla

GAINES, DOUGLAS
KYJF Medford, Ore

GAINES, REUBEN
KENT Anchorage, Alaska

GAINES, ROY
WLET Tallahassee, Fla

GALFOND, DAVE
WJMA George, Va




GEORGE de HOLCZER

Narrator - Announcer

Sch. 4-5700

Radio TV



DICK STROUT

HOLLYWOOD
Announcer — Narrator and Co-Owner

RICHARD STROUT PRODUCTIONS

Box 2261, Hollywood 28 Capitol 0767
Also: 507 Fifth Avenue, New York

Announcers—M-C's

GALLAGHER, BOB
WMMJ, Philadelphia, Pa.

GALLOP, FRANK
Lights Out, NBC-TV; Stella Dal-
las, NBC

GAMBLE, RON
WJR, Detroit, Mich.

GAMBLING, JOHN
WOL, New York, N. Y.

GANDER, DARREL
WEVE, Eveleth, Minn.

GARCIA, EDDIE
KOGT, Orange, Tex.

GARCIA, GENE
WALT, Tampa, Fla.

GARDINER, DON
7:00-7:10 a.m. news (Mon.,
Wed., Fri.); Monday morning
headlines; I Cover Times
Square—TV; 7:00-7:10 a.m.,
Tues - Thurs. (Participation);
7:45 - 8:00 a.m., Mon. - Fri.
(Participation)
ABC

GARDINER, GEORGE
WPLN, St. Petersburg, Fla.

GARR, BILL
KWKW, Pasadena, Cal.

GARRETT, LEN
KVAN, Vancouver, Wash.

GATLIN, JOHN
WPMW, Madisonville, Ky.

GEE, OLYN
WDWD, Dawson, Ga.

GEER, C. W.
WALT, Tampa, Fla.

GEERTZ, MARTY
WRMN, Elgin, Ill.

GELHART, GREGG
KFRB, Fairbanks, Alaska

GENET, BILL
WMAW, Milwaukee, Wis.

GENTRY, BOB
KFVD, Los Angeles, Cal.

GEORDHAN, NORMAN
Staff Announcer
WFMD, Frederick, Maryland

GERMANN, BILL
WHUN, Huntingdon, Pa.

GERSTLE, MARK
KLX, Oakland, Cal.

GIBBONS, GIL
WERE, Cleveland, Ohio

GIBNEY, HAL
KNEH, Hollywood, Cal.

GIBSON, CURT
WSAZ, Huntington, W. Va.

GIBSON, JACK
WERD, Atlanta, Ga.

GIBSON, LOWELL
Top Times
KELS, Longview Kelso, Wash.

GIELOW, VERNON
KJCK, Junction City, Kans.

GILBERT, AL
WIBA, Madison, Wis.

GILBERT, LIVINGSTON
WAVE, Louisville, Ky.

GILES, JAY
WSOY, Decatur, Ill.

GILSON, CHARLES
WCOS, Columbia, S. C.

GILL, JOHN
WGR, Buffalo, N. Y.

GILLIAND, BILL
WDIA, Memphis, Tenn.

GILLIS, KOSS.
WTNT, Tallahassee, Fla.

GILMORE, ART
Dr. Christian
CBS

GLADDEN, BILL
WAVE-TV, Louisville, Ky.

GLEASON, BOB
WMSL, Decatur, Ala.

GLEASON, BOB
KERO, Bakersfield, Cal.

GLYNN, JOHN
KFKA, Greeley, Col.

GOARD, CHARLES
WHBF, Rock Island, Ill.

GOOD, GENE, JR.
KGON, Oregon City, Ore.

GOODING, D. E.
WWST, Wooster, Ohio

GOODWIN, ART
WKOP, Binghamton, N. Y.

GOODWIN, BILL
George Burns and Gracie Allen
Show
CBS-TV

GOODWIN, GARRY
Leo Carrillo's Dude Ranch; Wed-
ding Bells; Wrestling at Ocean
Park; Wrestling Workouts

GOODWIN, HAL
KTBC, Austin, Texas

GORDON, LLOYD
Luncheon Club
WESB, Bradford, Pa.

GOSS, FRANK
Hallmark Playhouse
CBS

GOTHBURG, GEORGE
WSRS, Cleveland, Ohio

GOULD, JAY
WMCK, McKeesport, Pa.

DICK DUNHAM



Radio Registry: PL. 7-0700



PHIL TONKEN

ACTOR - ANNOUNCER - M.C.

BUDDY ROGERS - TV

MUTUAL NEWSREEL

ROD & GUN CLUB

"NEMO" WEATHER REPORTER

RADIO

TV

Announcers—M-C's

GOVE, ELLIOT
WSYR, Syracuse N Y
ORAD, HENRY G.
WGIV, Charlotte N C
GRAHAM, DICK
WJPS, Evansville, Ind
GRAHAM, DICK
WWBZ, Vineland, N J
GRAHAM, DON
WGVM, Greenville Miss
GRAHAM, GEORGE
KOY, Phoenix, Ariz
GRANNIS, PAUL, JR.
KCMJ, Palm Springs, Cal
GRANT, BOB
KRNR, Roseburg, Ore
GRANT, FRED
KBRG, Mount Vernon, Wash
GRANT, JOHNNY
KECA-TV, Hollywood, Cal
GRANT, MILT
WINX, Washington, D C
GRANVILLE, DICK
WGBE, Atlanta, Ga.

GRAUER, BEN
June 2, 1908, Staten Island,
N Y., NBC Symphony, NBC;
Living, 1950, NBC, Kay Kyser
Show, NBC-TV; Special Events,
NBC; Say It With Acting,
WNBT; Ben Grauer Show, NBC;
UN Security Council, NBC.
GRAYES, HAROLD E.
WENE, Binghamton-Endicott,
N Y.
GRAWETT, JOE
WFOY, St Augustine, Fla.
GRAYMOUNT, STUART
KRIO, McAllen, Tex.

GRAYSON, GEORGE W.
KVON, Napa, Cal
GRAYSON, NICK
WHHH, Warren Ohio
GREENE, FRED
WDAS, Philadelphia Pa
GREENE, KENNETH
WTWN, St Johnsbury Ver
mont
GREENWOOD, DEL
WGDF, Evansville Ind
GREGG, DAVE
WMBH, Joplin Mo
GREGORY, BILL
WLAG, LaGrange, Ga
GREGORY, GREG
RECK, Odessa, Tex
GRIES, JOE
KWED, Seguin, Tex
GRIFFIN, WAYNE
WENR-TV, Chicago, Ill
GRIFFITH, CHARLES
WTAD, Quincy Ill
GRIFFITH, LES
ABC
GRISHOW, GENE
KXLK, Ft Falls Mont
GRISSOM, GAIL
WTTV, Bloomington, Ind
GROENINK, RUTHIE
KDB, Santa Barbara, Cal
GROSSMAN, BOB
WJL, St Louis Mo
GUDI, JOE
WXGI, Richmond Va
GUNDERSON, LEE
KGDE, Fergus Falls, Minn
GUNN, BEN
WAGA TV, Atlanta, Ga

GUNN, GEORGE
ABC
GUSTAFSON, WARREN
KWAD, Wadena, Minn
GWYN, BOB
KVET, Austin, Tex
GWYN, JACK
KRD, Dallas, Tex
GWYNN, V. Z.
WIBC, Indianapolis, Ind
GYNAN, EARL
WLAW, Lawrence Mass

— H —

HAASER, CHARLIE
WMAS, Springfield, Mass
HACK, GEORGE
WNOW, York Pa
HADEN, CARL
KWTO, Springfield, Mo
HAGEN, BILL
WFUR, Grand Rapids, Mich
HAINES, JAMES
WCRO, Johnstown, Pa
HALE, MAL
WKUP, Poughkeepsie, N Y
HALE, BOB
KIBC, Montrose, Col
HALE, PHIL
WENB, New Britain Conn
HALEY, AMBROSE
Ozark Rangers
KFMO, Hannibal, Mo
HALEY, HERBERT H.
WHIO-TV, Dayton, O
HALL, CHARLIE
WCSC, Charleston, S C
HALL, ED
KELD, El Dorado, Ark



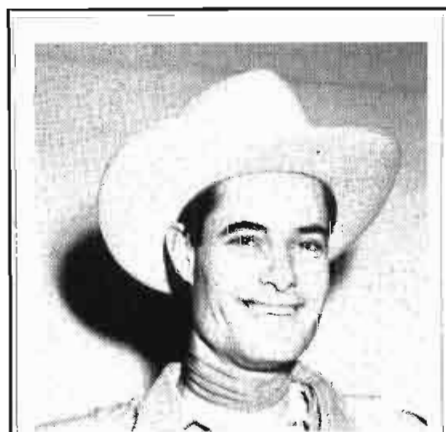
If I can't come I'll send my boy.

ROD O'CONNOR

RED SKELTON SHOW
Procter and Gamble "Tide"
CBS

PEOPLE ARE FUNNY
Raleigh Cigarettes
NBC

Motion Pictures
"TEXAS CARNIVAL"
(M-G-M)



GARRY GOODWIN

*Announcer
on*

Leo Carrillo's Dude Ranch
"Wedding Bells"
Wrestling at Ocean Park
Wrestling Workouts

Announcers—M-C's

HALL, FRED
KVEN, Ventura, Cal.

HALL, JAMES
KTW, Seattle, Wash.

HALL, STUART
WHIT, New Bern, N. C.

HALLOCK, STUART
WIKK, Erie, Pa.

HALLORAN, RYAN
WAVE, Louisville, Ky.

HAM, JAMES K.
KTEM, Temple, Tex.

HAMANN, CLARENCE
WJMR, New Orleans, La.

HAMIL, ALEX
KTEM, Temple, Tex.

HAMMOND, CHARLIE
WHEN, Syracuse, N. Y.

HANCE, LEON
WPCF, Panama City, Fla.

HANCOCK, CHUCK
KDFT, Center, Texas

HANCOCK, DON
Stop the Music; Original Amateur Hour; Big Sister; When A Girl Marries; Ted Mack Family Hour; What's My Name

HANCOCK, HANK
WNBF-TV, Binghamton, N. Y.

HANNES, ART
Toast Of The Town
CBS-TV

HANSON, BOB
WDLB, Marshfield, Wis.

HANSON, DON
KRSC, Seattle, Wash.

HANSON, GLENN
KILO, Grand Forks, N. Dak.

HARRISON, BOB
KCKY, Coolidge, Ariz.

HARDGROVE, FRANK H.
KCLE, Cleburne, Tex.

HARDIN, JOSH
KWFC, Hot Springs, Ark.

HARLEY, DICK
WEDC, Chicago, Ill.

HARLING, DON
WMAM, Marinette, Wis.

HARLING, HUGH
KVEC, San Luis Obispo, Cal.

HARTER, DICK
KSEM, Moses Lake, Wis.

HARTER, JOHN
WWRL, Woodside, N. Y.

HARTRING, JIM
WPFB, Middleton, Ohio

HARRAL, HANK
KSEL, Lubbock, Tex.

HARRELSON, J.
WPAQ, Mt. Airy, N. C.

HARRICE, CY
The Big Story, NBC; The First Hundred Years, CBS-TV.

HARRIS, BOB
KPET, Lamesa, Tex.

HARRIS, CHARLES
WCPS, Tarboro, N. C.

HARRIS, DICK
KXEO, Mexico, Mo.

HARRIS, JACK
KTYL, Mesa, Ariz.

HARRISON, CHARLES F.
WHBF-TV, Rock Island, Ill.

HARRISON, JOHN
WEXL, Royal Oak, Mich.

HARSTAD, BLAINE
KTRF, Thief River Falls, Minn.

HARVEY, BOYD
KFOR, Lincoln, Nebr.

HARVEY, DICK
WPAR, Norfolk, Va.

HARVEY, HENRY
KFBI, Wichita, Kans.

HARVEY, NEIL
WFIL-TV, Philadelphia, Pa.

HASKIN, JIM
KOMA, Oklahoma City, Okla.

HASSEBROOK, JACK
WCLO, Janesville, Wis

HASTINGS, DONALD
KDHL, Faribault, Minn.

HATTON, DICK
WJW, Cleveland, Ohio

HAUG, CARL
WABB, Mobile, Ala.

HAVEMAN, TOM
KVOS, Bellingham, Wash.

HAWKINS, BOB
KWIB, Globe, Ariz.

HAWLEY R. BERNARD
KOFO, Ottawa, Kans.

HAWTHORNE, BEN
WHET, Hartford, Conn.

HAYDEN, JAMES
KWEL, Weiser, Idaho

HAYES, EARL
WJBK-TV, Detroit, Mich.

HAYES, GEORGE
Lehigh Weather Report
ABC

HEAD, BOB
WLW-D, Dayton, O.

HEALY, GARY
WPBC, Minneapolis, Minn.

GEORGE HOGAN

ANNOUNCER-M.C.

RADIO and TV

PL 8-1225

**ARE YOU LOOKING FOR
GOOD ANNOUNCERS?**

We have graduate students on tap who have been trained by network and independent station personnel to do: Announcing, Disk Jockeying, Sportscasting, Newscasting, Programming, Emceeing, Quiz Programs, Producing, Selling, and station routines.

If you need an all-around good beginner who has aired his own programs over New York Radio Stations as part of his school training, drop us a wire collect and by return air mail you will get audition disks and resumes with photographs on some of our top grads.

**THE CAMBRIDGE SCHOOL
OF RADIO BROADCASTING AND
TELEVISION**

President, Bess Stern

George S. Carlesca, Director
(former Program Director, WINS, New York)

Enrollment Office: Administration Office:
806 7th Ave., N.Y.C. 220 W. 42nd St., N.Y.C.
JUdson 6-0025 WIsconsin 7-0038

Announcers—M-C's

- HEARST, HARRY**
WJOL, Florence, Ala.
- HEATON, F. JAMES**
KVGJ, Great Bend, Kansas
- HEBENSTREIT, CARL**
KWVB, Walla Walla, Wash.
- HEKIN, HAROLD**
WCNB, Commerceville, Ind.
- HELDMAN, ERNIE**
KWRE, Warrenton, Mo.
- HELGERT, ED**
KSIB, Creston, Iowa
- HELGESEN, BOB**
KSOL, Sioux Falls, S. D.
- HELLER, BOB**
KTAE, Taylor, Tex.
- HENDRICKS, RICK**
KAWT, Donzlas, Ariz.
- HENLEY, ARTHUR**
Press Box, WGMG
- HENNESSY, FRANK**
WNDR, Scranton, N. Y.
- HENNINGTON, DALE**
KPYO, Lubbock, Tex.
- HENRI, CHARLES**
WCAM, Camden 1, N. J.
- HENRY, BILL**
WPAK, Columbus, Ga.
- HENRY, JOHN**
KVOD, Tulsa, Okla.
- HENSEL, LEN**
WMEF, Florence, Ala.
- HEPBURN, STUART**
WNAV, Annapolis, Md.
- HERLIHY, ED**
Ed Herlihy's Date In Manhattan,
WNBT; Horn and Hardart Children's Hour, WNBC-WNBT; The Big Show, NBC, Kraft TV Theater, NBC-TV
- HERLIHY, WALTER F.**
Market Melodies Ladies Daily, WJZ-TV
- HERMAN, HANK**
KGBX, Springfield, Mo.
- HERRIN, WELDON**
WCCP, Savannah, Ga.
- HERINGTON, BOB**
WFOY, Reconstruction, Fla.
- HESTER, JEFF**
WSEL, Jackson, Miss.
- HESTER, JESS**
WQBC, Yorkburg, Miss.
- HEWITT, WARREN**
KHMO, Hannibal, Mo.
- HIBBS, NELSON**
KPOA, Honolulu, T. H.
- HIBDON, MILT**
KTRB, Modesto, Cal.
- HICKMAN, HENRY**
WFBZ, Baltimore, Md.
- HICKS, JOHN**
News
ABC
- HIESTAND, JOHN**
Men's Corless Anchor
CBS
- HIGGINS, CLAUDE**
WSTV, Steubenville, Ohio
- HIGSBY, HERMAN**
KWFT, Wichita Falls, Tex.
- HILKER, BOB**
WELP, Gastonia, N. C.
- HILL, BOB**
WNAV, Yankton, S. D.
- HILL, DAVE**
WBLJ, Dalton, Ga.
- HILL, ERNIE**
KVER, Albuquerque, N. M.
- HILL, JOE**
WKTG, Thomasville, Ga.
- HILL, JULIAN**
KBST, Big Springs, Texas
- HILL, RICHARD E., JR.**
WTSV, Claremont, N. H.
- HILL, TED**
JH.O.A., Siloam Springs, Ark.
- HINZ, BILL**
WHIZ, Ponca City, Okla.
- HIRSCH, WOODY**
KITA, Salt Lake City, Utah
- HITCHCOCK, JACK**
KCOL, Ft. Collins, Col.
- HIXSON, GLENN**
WJAG, Norfolk, Nebr.
- HOBBIE, CHARLES**
KWBC, Ft. Worth, Tex.
- HODGES, FRED**
WTOU, Savannah, Ga.
- HOLFIELD, ALBERT**
WGBK, Chicago, Ill.
- HOLTGER, JACK**
KATE, Albert Lea, Minn.
- HOLTMANN, HOWARD**
WXEL, Cleveland, O.
- HOGAN, MARTY**
WAAP, Chicago, Ill.
- HOGAN, MARTY**
WCFL, Chicago, Ill.
- HOGGATT, JACK**
KIT, Yakima, Wash.
- HOLZER, BOB**
WBRY, Waterbury, Conn.
- HOLDEN, JACK**
WLS, Chicago, Ill.
- HOLIDAY, GORDON**
WABD-TV
- HOLLE, EVERETT**
WAFM-TV, Birmingham, Ala.
- HOLLOWAY, FRANK**
KOMA, Oklahoma City, Okla.
- HOLLOWAY, JOE**
WDIG, Dothan, Ala.
- HOLM, CLAYT**
KOVE, Lander, Wyoming
- HOLMAN, CLIFF**
WHUC, Hudson, N. Y.
- HOLMES, TED**
WBRK, Pittsfield, Mass.
- HOLTZ, THOMSON**
KFAB, Omaha, Nebr.
- HONAKER, RAY**
WPAZ, Norfolk, Va.
- HOOD, WALTER**
WELI, East Point, Ga.
- HOOPS, JOHN**
WTNS, Coshocton, Ohio
- HOOPER, CHARLES**
WBOK, Cleveland, Ohio
- HOOPER, DON**
KUPP, Durango, Col.
- HOPE, HENRY**
WLSN, Charleston, S. C.
- HORRIGAN, HAP**
WLS, Lansing, Mich.
- HORNBACH, JOHN M.**
WPAV, Portsmouth, Ohio
- HORSTMAN, BOB**
KOLT, Scottsbluff, Nebr.
- HOYK, DON**
WPTW, Lima, Ohio
- HOLSTON, HAL**
KSUE, Susanville, Cal.
- HOWARD, BOB**
WHEI, Sandusky, Ohio
- HOWARD, PAUL**
WTRF, Bellare, Ohio
- HOWRIGAN, CAL**
WPCF, Panama City, Fla.
- HUBBARD, DAVE**
KFXM, San Bernardino, Cal.
- HUBBARD, HENRY M.**
KVOA, Tucson, Ariz.
- HUBBE, FRANK**
WRDW, Augusta, Ga.
- HUBBELL, BOB**
WJOL, Joliet, Ill.
- HUBBELL, HARRY**
WILM, Wilmington, Del.
- HUBER, FRANK**
WHAL, Shelbyville, Tenn.
- HUDSON, HARVEY**
WLEE, Richmond, Va.
- HUGGINS, HANK**
WENK, Union City, Tenn.
- HUGH, R. JOHN**
KTLN, Denver, Col.
- HUGHES, DON**
KTAT, Frederick, Okla.
- HUGHES, PAUL**
KTAR, Phoenix, Ariz.
- HUME, ART**
WLIH, Lowell-Lawrence, Mass.
- HUMPHREY, GEORGE**
KDB, Santa Barbara, Cal.
- HUNT, MEL**
WLAY, Muscle Shoals, Ala.
- HUNT, RALPH**
WFAU, Augusta, Me.
- HUNTER, DAN**
WDFE, Flint, Mich.
- HUOT, ED**
KXGI, Ft. Madison, Iowa
- HURST, JACK**
WRBS, Oyster Bay, N. Y.
- HUSEBO, WENDELL**
KFYD, Minneapolis, Minn.
- HUSBES, CLAUDE**
Sunny Side of St.
KSEX, McPherson, Kansas
- HUSON, PAT**
KFOK, Long Beach, Cal.
- HUSTON, RALPH**
WJTP, Jacksonville, Fla.
- HUTCHINS, BADEV**
WAFZ, Yazoo City, Miss.
- HUTCHINSON, RAY**
WVET, Rochester, N. Y.
- HUTCHISON, BOB**
KXIC, Iowa City, Iowa
- HUTSON, JOHN**
WFLN, Findlay, Ohio
- HUTTON, JIM**
KELQ, Sioux Falls, S. D.
- HADDER, JOSEPH**
WHOB, Gardner, Mass.
- HVLAND, JERRY**
KCOL, Ft. Collins, Col.

— I —

- HULESIAS, MANUEL**
WCN, Arcadio, P. R.
- HULENFELD, WARREN**
WISR, Butler, Pa.
- IKARD, HAL**
KBST, Big Springs, Texas
- INGEBRIGTSEN, LEONARD T.**
WBGY, Minneapolis, Minn.
- IRVING, CHARLES**
Modern Romances, The Pat
Muir ABC
- IRVING, PAUL**
WEDC, Chicago, Ill.

— J —

- JACKSON, BILL**
KVEI, Victoria, Tex.
- JACKSON, JAY**
Lug Video Theater
CBS-TV
- JACKSON, JESSE**
WBAT, Marion, Ind.
- JACKSON, KAREL**
KPBX, Dickinson, N. Dak.
- JACKSON, LEE**
WALD, Chattanooga, Tenn.
- JAFFE, SYD**
WNBC-TV, New Haven, Conn.

Announcers—M-C's

- JAFFE, SYD**
WNHC, New Haven, Conn.
- JAFFEE, TED**
WAAM-TV, Baltimore, Md.
- JAMES, BRIEN**
KCRG, Cedar Rapids, Iowa
- JAMES, HUGH**
Second Mrs. Burton
CBS
- JAMES, LES**
WLTC, Gastonia, N. C.
- JAMES, RALPH**
KROY, Sacramento, Cal
- JAMES, RICHARD**
KMHT, Marshall, Tex.
- JARVIS, BILL**
Bill Jarvis Reports
KVGB, Great Bend, Kansas
- JARVIS, H. JOHN**
KXEO, Mexico, Mo.
- JASON, EDDY**
WBAY, Green Bay, Wis.
- JEFFERIES, JIMMIE**
KLIF, Dallas, Texas
- JEFFERYS, ALLAN**
WFPG, Atlantic City, N. J.
- JEFFREY, LEW**
KMTV, Omaha, Neb.
- JENKINS, BOB**
KGY, Olympia, Wash.
- JENKINS, BOB**
"For Members Only"
KONO, San Antonio, Tex.
- JENKINS, BOB**
KAYS, Hays, Kansas
- JENKINS, WAYNE**
WBOW, Terre Haute, Ind.
- JENNINGS, DICK**
WATV, Newark, N. J.
- JENSEN, LEIF**
WDRG, Hartford, Conn.
- JENSEN, PAUL**
KOLN, Lincoln, Nebr.
- JENSEN, RAN**
WOC, Davenport, Iowa
- JENSEN, RAN**
WOC-TV, Davenport, Ia.
- JESKE, FRED**
WDR, Syracuse, N. Y.
- JESSE, BLAIR**
WLAQ, Rome, Ga.
- JOHNS, N. JAMES**
KOFO, Ottawa, Kans.
- JOHNSON, BILL**
KISD, Sioux Falls, S. D.
- JOHNSON, BILL**
WTAR, Norfolk, Va.
- JOHNSON, CLYDE**
WATW, Ashland, Wis.
- JOHNSON, KIMBERY**
WLN, Peekskill, N. Y.
- JOHNSON, RICHARD**
WICU-TV, Erie, Pa.
- JOHNSON, RON**
KIPA, Hilo, Hawaii
- JOHNSTON, ALLAN**
KISM, El Paso, Tex.
- JONES, AL**
WRD, Dallas, Tex.
- JONES, ARTHUR**
WBET, Brockton, Mass.
- JONES, ARMAND**
KVET, Austin, Texas
- JONES, BILL**
KLZ, Denver, Col.
- JONES, BOB**
KIST, Santa Barbara, Cal.
- JONES, BOB**
KPET, Lamesa, Tex.
- JONES, CLAUDE**
WTJH, East Point, Ga.
- JONES, HASCAL**
WHLR, Danville, Ky.
- JONES, HOWARD**
WFIL, Philadelphia, Pa.
- JONES, JAMES D.**
KGV, Greenville, Tex.
- JONES, JAY**
KFMJ, Tulsa, Okla.
- JONES, JOHN PAUL**
TV. ABC
- JONES, LEE**
KIRX, Kirksville, Mo.
- JONES, ROD**
WJNC, Jacksonville, N. C.
- JORDAN, BILL**
WDAD, Indiana, Pa.
- JORDAN, LEE**
WSB-TV, Atlanta, Ga.
- JORGENSEN, FRED**
KGO-TV, San Francisco, Cal.
- JOSEPH, HUGH**
WIMA, Lima, Ohio
- JOURNEAY, TOM**
KALB, Alexandria, La.
- JOY, DICK**
B. Dec. 1915, Putnam, Conn.;
Ten O'Clock Wire; CBS News
Room—Sunday Desk, CBS; Dick
Joy News.
- JOYCE, HELEN**
WLS, Chicago, Ill.

— K —

- KABER, RUSS**
KVOX, Moorhead, Minn.
- KAHLE, ROBERT**
WICU-TV, Erie, Pa.
- KANE, PHILLIP F.**
WGEZ, Beloit, Wis.
- KARLTON, JERRY**
KGCX, Sidney, Montana
- KARRENBAR, BILL**
WHDC, Canton, Ohio
- KARVER, WALLY**
WGPA, Bethlehem, Pa.
- KASPER, FRED**
WENR-TV, Chicago, Ill.
- KAUFMAN, ARNOLD**
WMBM, Miami Beach, Fla.
- KAUFMAN, BOB**
WISR, Butler, Pa.
- KAVANAUGH, DANILE**
WNBZ, Saranac Lake, N. Y.
- KALFFMAN, GEORGE**
KBMW, Breckenridge, Minn.
- KAY, BOB**
WAYE-TV, Louisville, Ky.
- KAY, FRANK**
WDOS, Oneonta, N. Y.
- KEARCE, CECIL**
WRGA, Rome, Ga.
- KEECH, KEL**
Kel Keech Visits, Brunch with
Keech
ABC
- KEELEY, LUTHER**
KBST, Big Spring, Texas
- KEENER, PHIL**
KDWT, Stamford, Tex.
- KELLEHER, PHIL A.**
WQAM, Miami, Fla.
- KELLY, LEON E.**
WRAK, Williamsport, Pa.
- KELLEY, RAY**
KXL, Butte, Mont.
- KELLY, THOMAS**
WJMS, Ironwood, Mich.
- KELLUM, SHELTON**
WJNC, Jacksonville, N. C.
- KENNEDY, EDWARD J., JR.**
WKRC-TV, Cincinnati, Ohio
- KENNEDY, JOHN**
Lux Radio Theater
CBS
- KENNEDY, LOU**
WORZ, Orlando, Fla.
- KENNEDY, MICHAEL**
KTOW, Oklahoma City, Okla.
- KENNEDY, TOM**
WIBM, Jackson, Mich.
- KENT, CARL**
KTAH, Phoenix, Ariz.
- KERN, DON**
WDIA, Memphis, Tenn.
- KERNS, ROY**
WKY, Oklahoma City, Okla.
- KERR, KEITH**
WCOL, Columbus, Ohio
- KESSENICH, JOHN**
WDUZ, Green Bay, Wis.
- KEYSER, WARREN**
WILM, Wilmington, Del.
- KIKER, W. A.**
WADE, Wadesboro, N. C.
- KILGORE, BOB**
WHOO, Orlando, Fla.
- KILLAN, JIM**
WAAM-TV, Baltimore, Md.
- KIMBLE, VANCE**
KTXC, Big Spring, Texas
- KINDER, ROD**
WCOV, Montgomery, Ala.
- KING, BILL**
WNOR, Norfolk, Va.
- KING, BOB**
WSOY, Decatur, Ill.
- KING, CARL**
See Artists Section)
- KING, JIM**
WJRD, Tuscaloosa, Ala.
- KING, JIM**
KDMO, Cartbage, Mo.
- KING, MARSHALL**
KITO, San Bernardino, Cal.
- KING, MICHAEL**
KLPR, Oklahoma City, Okla.
- KING, WALLY**
WATR, Waterbury, Conn.
- KING, WALLY**
KPIX, San Francisco, Cal.
- KING, WALLY**
KSFO, San Francisco, Cal.
- KINGREY, PAT & HIS**
KENTUCKIANS
Chuckwagon Jamboree
WKAY, Glasgow, Ky.
- KINSER, JOE**
KGST, Fresno, Cal.
- KINTZ, GENE**
KEBB, Jacksonville, Tex.
- KIRBY, BILL**
WHED, Washington, N. C.
- KIRBY, DURWOOD**
Garry Moore Show, CBS-TV;
Hilltop House, CBS
- KIRBY, LEE**
WBT, Charlotte, N. C.
- KIRBY, AL**
WRGA, Rome, Ga.
- KIRBY, BOB**
WLAV, Grand Rapids, Mich.
- KIRKWOOD, JACK**
B. Belfast, Ireland; Jack Kirk-
wood Show, Don Lee Network;
The Bob Hope Show, NBC
- KIRKWOOD, JOHN**
KGGM, Albuquerque, N. M.
- KLESTINE, FRED**
WWOL, Buffalo, N. Y.
- KLEIN, GENEVIEVE**
WABJ, Adrian, Mich.
- KNAPP, JOHN**
The Knapp Sack
KTHT, Houston, Tex.
- KNIGHT, FRANK**
WARE, Mass.
- KNIGHT, FRED**
WIBG, Philadelphia, Pa.
- KNIGHT, JOE PAT**
WKYB, Padueah, Ky.

Announcers—M-C's

KNOX, BOB
WBIG, Philadelphia, Pa.

KNUSTON, HAL
KENT, Anchorage, Alaska

KOBAK, ED
WTVA, Thomson, Ga.

KOHL, JIM
WBOV, Terre Haute, Ind.

KOLB, HAROLD
WAIR, Rochester, N. Y.

KOLBY, CAL B.
Breakfast Club of the Air
WBFS, Bristol, Conn.

KOVACS, ERNIE
WTTM, Trenton, N. J.

KRANE, HARRA
WBXY, Appleton, Wis.

KRELL, FRED
WSAM, Saginaw, Mich.

KRIEGER, JOHN
WCDF, Carbonate-Honesdale, Pa.

KROGH, RAY
WSDR, Sterling-Dixon, Ill.

KRUPP, LARRY
WAW, Cleveland, Ohio

KUBLEA, RAY
KIST, Santa Barbara, Cal.

KUNZ, CARL A., JR.
WHYZ, Troy, N. Y.

KURTZ, SPYKER G.
WRAK, Williamsport, Pa.

— L —

LaFRANCHISE, CHARLES
KPOJ, Portland, Ore.

LAING, JOHN
Star Of The Family
CBS-TV

LAMB, ART
WFTG, Washington, D. C.

LAMBERTON, WILLIAM
KBAK, Grand Rapids, Mich.

LANNAGAN, JAMES
WNBH, New Bedford, Mass.

LANCASTER, DEWITT
KASH, Eugene, Ore.

LAND, ZACK
WMAZ, Springfield, Mass.

LANDEAR, DEAN
WMT, Cedar Rapids, Iowa

LANDRY, DENNIS
KSTG, Crowley, La.

LANE, DAVID E.
Press Time, Birthday & Anniversary Club
KFAV, St. Cloud, Minn.

LANE, HOMER
KMHK, Marshall, Minn.

LANG, BILL
KMITT, Marshall, Tex.

LANGLEY, LAVELLE
KAMD, Camden, Ark.

LAPAN, DON
KTRG, Modesto, Cal.

LASHER, SIDNEY
WAGA-TV, Atlanta, Ga.

LaTOUR, AL
WEVE, Eureka, Minn.

LAUGHNER, ROL
KTAZ, Phoenix, Ariz.

LAUGHTER, CLYDE W.
WJRI, Jenour, N. C.

LAURENCE, JACK
WSAP, Portsmouth, Va.

LAURIE, BILL
KFBF, Jacksonville, Tex.

LAUZAU, FRANCIS T.
WMMN, Fairmont, W. Va.

LAWHEAD, GORDON
WHBO, Memphis, Tenn.

LAWLEY, LEE
KGER, Long Beach, Cal.

LAWSON, CRAIG
KJAY, Topeka, Kans.

LAWRENCE, DYN
KRNT, Des Moines, Iowa

LAWRENCE, JACK
WIRL, Peoria, Ill.

LAWRENCE, MORT
B. Dec. 1, 1914, Philadelphia, Pa.; Prince Charming MC, Mutual; Second Hancock, Mutual; Starlight Film Theater MC, WFIL-TV; High Adventure, NBC; Gongbusters, CBS; \$1000 Reward, NBC.

LAWSON, JACK
KMAA, Sacramento, Cal.

LEA, ROD
WVOD, Lynchburg, Va.

LIAUER, WOODY
WDSU-TV, New Orleans, La.

LEE, BOB
KOOK, Tulare, Cal.

LEE, BRUCE
WHIT, New Bern, N. C.

LEE, DON
WJFL, Niagara Falls, N. Y.

LEE, HARRY
WIRV, Corning, N. Y.

LEE, NORMAN
KGBF, Galveston, Tex.

LEEDS, CAREYLE D.
KODM, Havre, Mont.

LEEBRE, BILL
WTBR, Baltimore, Md.

LEFFINGWELL, JOHN
WNL, New London, Conn.

LEGASPI, ZOELLO
KHFA, Hilo, Hawaii

LEINHOFF, HENRY
KWED, Seagrav, Tex.

LEINHOFF, WILLIAM
KTM, Seattle, Wash.

LEIGHTON, JERRA
WSAZ-TV, Huntington, W. Va.

LEHMAN, MATT
KOPD, Tucson, Ariz.

LEMBER, BILL
KWYO, Sheridan, Wyo.

LEMOND, BOB
Our Miss Brooks
CBS

LENNON, PAUL
WTOM, Bloomington, Ind.

LEON, JACK
KHDD, Omaha, Cal.

LEONARD, JESSE
KEN, Portland, Ore.

LEONARD, VINCE
WISN, Indianapolis, Ind.

LEPAGE, JEAN
WMSA, Massena, N. Y.

LESLE, LOUISE
Homenagers Exchange
CBS-TV

LESTER, BILL
KOY, Phoenix, Ariz.

LEUTEN, JACK
KQVO, Missoula, Montana

LEWIS, BILL
KLPB, Minot, North Dakota

LEWIS, DICK
KTAE, Taylor, Tex.

LEWIS, EARL
WGTC, Greenville, N. C.

LEWIS, RALPH
WTFD, Quincy, Ill.

LEZOTTE, GEORGE E.
WAVZ, New Haven, Conn.

LIGHTNER, FRED
WEOL, Logan-Elyria, O.

LILES, MARDI
WFLA, Tampa, Fla.

LENDLEY, MERRILL
KODI, Cody, Wyoming

LING, MIKE
KSTA, Coleman, Texas

LINGO, TED
WTOP, Washington, D. C.

LINKOUS, MELVIN
WSSS, Roanoke, Va.

LINN, BOB
March of Sports
WOKZ, Alton, Ill.

LINN, CLARE
WKMH, Dearborn, Mich.

LINTHICUM, WALTER
WBVL, Baltimore, Md.

LIVORIO, BOB
WKPA, New Kensington, Pa.

LITTEEN, BOB
KERG, Eugene, Ore.

LITTLE, LEON
KOSE, Osceola, Ark.

LIATCH, ART
WIMA, Orange, Va.

LIVINGSTON, CARL
WGYM, Greenville, Mass.

LLOYD, JACK
WIOD, Miami, Fla.

LOUKE, ED
WSNJ, Bridgeton, N. J.

LOCKHART, H.
WLOV, Braddock, Pa.

LOCKWOOD, GLENN L.
KXIK, Ft. Falls, Mont.

LOGAN, RYAN
KORT, Norman, Okla.

LONG, DEANE S.
KVOE, Santa Ana, Cal.

LONG, DEWEA H. (BUCK) JR.
WABB, Mobile, Ala.

LONG, DON
KRO, El Centro, Cal.

LONG, THOMAS
KREO, Indio, Cal.

LONGACRE, DICK
KRDO, Colorado Springs, Cal.

LONGERGAN, VINCENT T.
WDGY, Minneapolis, Minn.

LONGSOME GAL
B. Nov. 4th, Dallas, Tex.
Longsome Gal Show, KHJ-Mutual
Dan Lee

LOREN, BILL
WLYA, Lynchburg, W. Va.

LOUDEX, YERN
KROW, Oakland, Cal.

LOW, HOLLAND
WDE, Biddletown, Mo.

LOW, JIMMIE
WRR, Dallas, Tex.

LOWE, DON
Met Opera Auditions
ABC

LOWERY, BILL
WGST, Atlanta, Ga.

LOWREY, AL
KGA, Spokane, Wash.

LOWRIE, BOB
KFQD, Anchorage, Alaska

LOYD, KEITH
KVOP, Plover, Tex.

LUCE, WALLY
WVPP, Palatka, Fla.

LUDLAM, KENNEDY
WRC, Washington, D. C.

LUNDBERG, WYN
KBRI, McCook, Nebr.

LUNDBOM, DELMAR
KGN, Oregon City, Ore.

LUPO, JIM
WLAQ, Rome, Ga.

LUPTON, JOHNNY
WLAN, Lancaster, Pa.

LYMAN, PETER
KAAA, Red Wing, Minn.

LYNCH, WILBUR
KFRB, Fairbanks, Alaska

Announcers—M-C's

LYNN, DAVE
WGAP, Maryville, Tenn.

LYNN, JACK
KVER, Albuquerque, N. M.

LYNN, JAMES
WVCH, Chester, Pa.

LYON, LEN
KWCO, Chickasha, Okla.

LYON, ROY
KCTX, Childers, Texas

— M —

MacDOUGALL, JOHN
Vaughn Monroe Show
CBS-TV

MACK, ED
KFRB, Fairbanks, Alaska

MACK, TY
KWOA, Worthington, Minn.

MACK, WAYNE
WDOK, Cleveland, Ohio

MACKAY, JIM
ABC

MacKINNON, HUGH
WNLC, New London, Conn.

MacLOUGHLIN, DON
WKBS, Oyster Bay, N. Y.

MACK, BILL
KLYN, Amarillo, Texas

MAEL, MERRILL
KENT, Anchorage, Alaska

MAINZ, JOE
KEBE, Jacksonville, Fla.

MALLOY, BILL
WCNB, Connersville, Ind.

MANDEL, SID
KGST, Fresno, Cal.

MANDRAKE, CHARLES
WICA, Ashtabula, Ohio

MANN, DAVE
WLYN, Lynn, Mass.

MANN, NORMAND
KRIO, McAllen, Tex.

MANNING, ART
WBGK, Jesup, Ga.

MANSFIELD, LARRY
WSPB, Sarasota, Fla.

MARGRAFF, NORM
WMIL, Milwaukee, Wis.

MARLOWE, JAMES O.
WNAW, North Adams, Mass.

MARRERO, LUIS E.
WIAC, San Juan, P. R.

MARSHALL, DICK
WAGM, Presque, Isle, Me.

MARTIN, BEN
KCOW, Alliance, Nebraska

MARTIN, DICK
KCOK, Tulare, Cal.

MARTIN, FRED L.
WHTC, Holland, Mich.

MARTIN, KRIS
WROW, Albany, N. Y.

MARTIN, MEL
WLW-T, Cincinnati, O.

MARTIN, MURPHY
KTRE, Luftkin, Tex.

MARTIN, RICK
WHKK, Akron, Ohio

MARTIN, TOM
KBOR, Brownsville, Texas

MARVIN, JACK
KRKL, Kirkland, Wash.

MARVIN, LARRY
KRNO, San Bernardino, Cal.

MARVIN, TONY
B. Oct. 5, 1912, New York, N. Y.;
Arthur Godfrey Time, CBS; Ar-
thur Godfrey & His Friends, CBS-
TV; We Take Your Word, CBS;
CBS-TV; Perry Como Supper
Club, NBC-AM, TV.

MASDEN, S. L., JR.
WJBB, Haleyville, Ala.

MASON, JOHN
WKAI, Macomb, Ill.

MASTERS, CARL
WCRO, Johnstown, Pa.

MATHEWS, JOHN
WGLS, Decatur, Ga.

MATHEWS, TOM
WKLA, Ludington, Mich.

MATNEY, DON
WHCC, Waynesville, N. C.

MAURER, DEL
KDDD, Dumas, Tex.

MAYHUGH, BILL
WGAY, Silver Spring, Md.

McALLISTER, ROY
WRLD, West Point, Ga.

McATEE, JOHN 'MAC'
Mac's Musical Roundup
KTYL, Mesa, Ariz.

McBEE, KEITH
WBAL-TV, Baltimore, Md.

McBRIDE, DICK
WPAD, Paducah, Ky.

McBRIDE, LESTER
KGLU, Safford, Ariz.

McCALL, FRED
WQAI, San Antonio, Tex.

McCALL, JACK
KSYL, Alexandria, La.

— Mc —

McCANN, JIM
Your Request Please
WPEN, Philadelphia, Pa.

McCANN, RICHARD
KBON, Omaha, Nebr.

McCARL, BOB
KRNK, Roseburg, Ore.

McCARTY, BURL
WSUN, St. Petersburg, Fla.

McCARTY, PAT
KVCV, Redding, Cal.

McCLAIN, DEAN
KWBC, Ft. Worth, Tex.

McCLAIR, BILL
KAKE, Wichita, Kans.

McCLELLAN, CHARLES
WWWR, Russellville, Ala.

McCLELLAN, JOHN
WMIL, Milwaukee, Wis.

McCONNELL, BYRON
WKST, New Castle, Pa.

McCONNELL, JOHN
KSCO, Santa Cruz, Cal.

McCOY, BOB
KOB, Albuquerque, N. M.

McCOY, DeWAYNE
KVOY, Littlefield, Tex.

McCOY, JACK E.
B. Nov. 10, 1918, Akron, Ohio;
Live Like A Millionaire, NBC;
Live Like A Millionaire, CBS-TV.

McCULLEY, JOE
WSNJ, Bridgeton, N. J.

McCUMBER, JERRY
KRKL, Kirkland, Wash.

McDONALD "HANK"
WCRS, Greenwood, S. C.

McDONALD, JIM
WSYR-TV, Syracuse, N. Y.

McDONOUGH, JIM
WHUC, Hudson, N. Y.

McDOUGALL, BILL
KSST, Sulphur Springs, Tex.

McDOWELL, JIMMY
WHFB, Benton Harbor, Mich.

McEACHERN, LEE
WHBQ, Memphis, Tenn.

McELROY, PAUL
KMNS, San Luis Obispo, Cal.

McGARTY, BOB
WBGE, Atlanta, Ga.

McGARRY, MAC
WRC, Washington, D. C.

McGINNLEY, JOE
WCOS, Columbia, S. C.

McGUIRT, BILL
WDWD, Dawson, Ga.

McINTYRE, JIM
WTIP, Charleston, W. Va.

McKEE, ROY
KTUL, Tulsa, Okla.

McKEEHAN, ROBERT V.
KCNA, Tucson, Ariz.

McKELFRESH, AL
WVLN, Olney, Ill.

McKELLER, DONALD
WNEB, Worcester, Mass.

McKINLEY, ALLAN
KATL, Houston, Tex.

McKINNEY, JAMES
WMIX, Mt. Vernon, Ill.

McKINNEY, JOE
KCUL, Ft. Worth, Tex.

McKINNON, BOB
WRTS, Alexander City, Ala.

McLANE, BROADUS
WKLY, Hartwell, Ga.

McLEOD, DON
WJBK, Detroit, Mich.

McCULLEN, JACK
WMBB, Uniontown, Pa.

McNAMEE, PAT
WEVE, Eveleth, Minn.

McNEMEE, JERRY
KCHS, Hot Springs, N. M.

McNEVIN, JOHN
WMTD, Atlantic City, N. J.

McPHEE, JIM
WGL, Ft. Wayne, Ind.

McQUEEN, JIMMIE
KCRS, Midland, Tex.

McQUIGG, O. J.
WEW, St. Louis, Mo.

McREYNOLDS, BILLY
WQAI, San Antonio, Tex.

McSHANE, JOHN
KTKT, Tucson, Ariz.

MEACHAM, JUSTIN
WSBT, South Bend, Ind.

MEDINA, FRANCISCO RIVERA
WCMN, Arecibo, P. R.

MELBR, EVANS
WJAG, Norfolk, Nebr.

MELBY, LOYD
WJMS, Ironwood, Mich.

MELLOY, JACK, MR.
WHOT, South Bend, Ind.

MENESEE, BOB
WIP, Philadelphia, Pa.

MENKE, EDWARD
WEDO, McKeesport, Pa.

MENTZER, EARL
WJEJ, Hagerstown, Md.

MERCER, CLIF
Jam Session
WLOU, Louisville, Ky.

MERCIER, RAYMOND
WPOR, Portland, Me.

MERRILL, BILL
KMHT, Marshall, Tex.

MESNER, PETER
WBHE, Warren, Ohio

METZ, STUART B.
Light of the World, NBC;
Counterspy, ABC; Cavalcade
of Stars, DuM.; Cavalcade of
Bands, DuM.

MEYERS, BILL
KTMK, McAlester, Okla.

MEYERS, PAUL L.
WOHI, East Liverpool, Ohio

MICHAEL, ED
Can You Top This
ABC

MICHAEL, GEORGE
WROW, Albany, N. Y.

MICHLER, GEORGE
WBBW, Youngstown, Ohio

Announcers—M-C's

MICLLEE, ED
WBCK, Battle Creek, Mich.

MILHOUSE, GLENN
KGEZ, Kabetell, Montana

MILLER, ALAN
KBRG, Mount Vernon, Wash.

MILLER, EDDIE
WWBZ, Vineland, N. J.

MILLER, IRVY
KFUN, Bemidji, Minn.

MILLER, JOHN W.
WBTV, Waterbury, Vermont

MILLER, LEROY
WFIL-TV, Philadelphia, Pa.

MILLER, MACON (PAT)
WSSB, Durham, N. C.

MILLER, NEAL
WGWD, Gadsden, Ala.

MILLER, NOAH
WBWV, Bedford, Ind.

MILLER, PAUL
WHOC, Philadelphia, Pa.

MILLER, PAULL
WJEL, Springfield, Ohio

MILLS, DEXTER
WDBJ, Roanoke, Va.

MILLS, DICK
WPTR, Albany, N. Y.

MILLS, FRANK
WBAP-TV, Fort. Worth, Tex.

MILLS, FRANK
WBAP, Ft. Worth, Tex.

MILLS, JACK
KSKB, Creston, Iowa

MILSIP, JOE
WCFA, Clearfield, Pa.

MINOR, DENNIS
WABD-TV

MINNER, DAN
WFN, Findlay, Ohio

MINTZ, DAVID
WHH, Olean, N. Y.

MITCHELL, BILL
WJMW, Athens, Ga.

MITCHELL, GIL
KBRH, McCook, Neb.

MITCHELL, JAMES H.
WCVS, Springfield, Ill.

MITCHELL, JAMES L.
WSLS, Roanoke, Va.

MITCHELL, J. W.
KSEA, Saegeboches, Tex.

MITCHELL, PAUL
WHOL, Allentown, Pa.

MITCHELL, PAUL
KSYL, Alexandria, La.

MITCHELL, RAY
KGBM, Boise, Ida.

MITCHELL, REX
KVSQ, Ardmore, Okla.

MITCHELL, WALTER
WADL, Wadsworth, N. C.

MIFTON, L. MURIE
KIOA, Siloam Springs, Ark.

MOAD, REX
WDSU-TV, New Orleans, La.

MONDAY, RAY
WGAT, Fitch, N. Y.

MONROE, CAL
KROY, Sacramento, Cal.

MONTALVO, JUAN RAMON
WORA, Mayaguez, P. R.

MONTGOMERY, DANNY
WPWA, Chester, Pa.

MONTGOMERY, JOHN R.
WHOC, Bradford, Conn.

MOODY, WAANE
KXRA, Alexandria, Minn.

MOORE, ARLYN
WMTG, Vanhook, Ky.

MOORE, DAVE
KCHD, Caldwell, Idaho

MOORE, DON
WWWF, Fayette, Ala.

MOORE, FRED
KFOX, Long Beach, Cal.

MOORE, JACK
KAKC, Tulsa, Okla.

MOORE, TED
WBLS, Marshfield, Wis.

MOOREHEAD, TOM
WFIL, Philadelphia, Pa.

MORAN, JACK
KCRV, Edinburg, Tex.

MORELAND, HARRY
WOPF, Bristol, Tenn.

MORGAN, BILL
WXYZ, Detroit, Mich.

MORGAN, JOHN I.
WHEU, Washington, N. C.

MORGAN, RAY
Retirement Time
CBS

MORGAN, RICK
WRAL, Rome, N. Y.

MORRIS, BEN
WKY-TV, Oklahoma City, Okla.

MORRIS, DUDLEY
KGBX, Springfield, Mo.

MORRIS, JAMES N.
WSAT, Salisbury, N. C.

MORRIS, JOHN
WLOL, Minneapolis, Minn.

MORRIS, PAUL
KING-TV, Seattle, Wash.

MORRIS, RICHARD W.
WOHI, East Liverpool, Ohio

MORRISON, GARRY
WTMA, Charleston, S. C.

MORROW, DON
WFAA-TV, Dallas, Tex.

MORROW, EDWIN
WKFM, Mayfield, Ky.

MORSE, SID
KLOU, Lake Charles, La.

MORSE, TONY
KGO, San Francisco, Cal.

MORTIMER, WILLIAM A.
WRAK, Williamsport, Pa.

MOTT, STACEY
WHCB, Cookeville, Tenn.

MOUNTBATTEN, LADY IRIS

(See Artists)

MOVS, JACK
KPOJ, Portland, Ore.

MULLER, VERNON E.
KPOJ, Portland, Ore.

MUNLEY, JACK
KANS, Wichita, Kans.

MUNYAN, HARRY
WLOI, Miami, Fla.

MUNZELL, SPECS
WLS, Columbia, S. C.

MURDOCK, JIM
KCKY, Coolidge, Ariz.

MURPHY, BILL
KSI E, Susanville, Cal.

MURPHY, ED
WFSR-TV, Smyethouse, N. Y.

MURPHY, EMMETT
WFXN, Falls Church, Va.

MURPHY, JIM
WRF, Alexander City, Ala.

MURPHY, LEO A.
KARK, Little Rock, Ark.

MURPHY, ROBERT
WJMR, New Orleans, La.

MURRAY, AL
WLOI, E. Liverpool, O.

MURRAY, JAN
Songs for Sale, CBS-TV, AM;
Milton Berle Show, NBC-TV; Ed
Sullivan Show, CBS-TV; ANTA
Show, ABC-TV.

MURRAY, LEE
WVCK, McKeesport, Pa.

MUSSER, WALTER J.
WPCM, Bay City, Mich.

MUTELL, BILL
WPLJ, Jackson, Tenn.

MYER, DICK
WAGM, Presque Isle, Me.

— N —

NAGLE, DAVE
KXYZ, Houston, Tex.

NAGLE, JEFF
WNAX, Yankton, S. D.

NAPIER, BYRON
KORC, Enid, Okla.

NASH, BARNES
WHIS, Bluefield, W. Va.

NEAL, BOB
WMPD, Memphis, Tenn.

NEAL, JIM
WSLI, Jackson, Miss.

NEHER, DEALTON
WIBA, Madison, Wis.

NEILSON, WALT
WKHC, New Haven, Conn.

NEISKOG, WALLY
KRSU, Seattle, Wash.

NEILSON, WARREN
KMA, Shenandoah, Iowa

NEILSON, BILL
KING-TV, Seattle, Wash.

NEILSON, BOB
WBZ, Ponca City, Okla.

NEILSON, CHARLES
WFBG, Abbeville, Pa.

NEILSON, DAVE
KIOG, Centerville, Iowa

NEILSON, HERMAN E.
WLS, Baton Rouge, La.

NEILSON, JIM
KJFI, Webster City, Iowa

NEILSON, VERN
KTRI, Sioux City, Iowa

NETTET, GEORGE
KALJ, Pasadena, Cal.

NEWCOMBE, H. EDWIN
KOKK, Keokuk, Iowa

NEWMAN, EUGENE
WVOK, Birmingham, Ala.

NEWMAN, JACK
ROME, Tulsa, Okla.

NEWSONE, BUCK
KENO, Las Vegas, Nevada

NECKERLIN, WARREN
WYPO, Stroudsburg, Pa.

NIAGRO, JOE
WIBG, Philadelphia, Pa.

NIHOLS, JAY
WJRO, Bay City, Mich.

NICHOLSON, NICK
KROW, Oakland, Cal.

NIJGINS, JIM
KABC, San Antonio, Tex.

NIJMO, BILL
WAVT, Cincinnati, O.

NOAH, BOB
WBTV, Waterbury, Conn.

NOE, ROBERT
WGEZ, Beloit, Wis.

NOEL, DICK
WFPB, Washington, D. C.

NOETHENS, WILLIAM K.
KIBN, Yuba City, Cal.

NOHOVA, ED
WRIZ, Eau Claire, Wis.

NOLAN, JAMES W.
RTP, Yakima, Wash.

NOLAN, LARRY
KWBK, Beatrice, Neb.

NOLAN, TIM
KXYZ, Houston, Tex.

NORMAN, BOB
Breakfast Show
WESB, Bradford, Pa.

NORMAN, DON
KEMB, Omaha, Neb.

Announcers—M-C's

NORMAN, JACK
WCBI, Columbus, Miss.

NORMAN, NANCY
WDZ, Decatur, Ill.

NORMAND, WALLIE
WPTR, Albany, N. Y.

NORTON, PAUL
KBOA, Kennett, Mo.

NORWIG, GEORGE
WCSC, Charleston, S. C.

NOTZ, HAL
KGNO, Dodge City, Kans.



OAKLEY, DAVID
WHUB, Cookeville, Tenn.

O'BRIEN, JERRY
WHAN, Charleston, S. C.

O'BRIEN, ELLIOTT
KFDA, Amarillo, Texas

O'BRIEN, JOE
WMCA, New York, N. Y.

O'BRIEN, JOEL
Rosemary
CBS

O'BRIEN, JOHN
KTEM, Temple, Tex.

O'BRIEN, MARK J.
WLCS, Baton Rouge, La.

O'CONNOR, HARRY
KMCA, San Antonio, Tex.

O'CONNOR, ROD
B. Houston, Tex.; Red Skelton
Show, CBS; People Are Funny,
NBC.

O'DONNELL, JIM
WKEU, Griffin, Ga.

O'DONNELL, ROBERT
WABC, Rochester, N. Y.

O'HALLORAN, HAL
WHBL, Sheboygan, Wis.

OKUBO, KIYOSHI
KIPA, Hilo, Hawaii

OLDAG, BEN
KFRD, Rosenberg, Tex.

O'LEARY, JIM
KFXX, San Bernardino, Cal.

OLIPHANT, PAUL
Garden Gate
CBS

OLIVE, GREY
WWOD, Lynchburg, Va.

OLSEN, JOHNNY
Johnny Olsen's Rumpus Room,
WABD-Dumont; Luncheon Club,
WJZ-ABC.

OLSON, BRUNO
WLPO, LaSalle, Ill.

OLSON, DALE
KDIX, Dickinson, North Da-
kota

O'NEAL, GLENN
KWHN, Ft. Smith, Ark.

O'NEILL, JIM
KOWH, Omaha, Nebr.

ORANCH, JACK
WVOS, Liberty, N. Y.

ORTEGA, LOLA
KGIW, Alamosa, Col.

ORTIZ, CARLOS RUBEN
WPRP, Ponce, P. R.

ORTON, DEAN
KECK, Odessa, Tex.

ORTON, HAL
KRCT, Baytown, Texas

OSBORNE, KARL
WADC, Akron, Ohio

OSBORNE, TIM
The Night Watchman
KTHH, Houston, Tex.

OSTRODE, WARREN, JACK
KTOP, Topeka, Kans.

OTT, BEN
KSRO, Santa Rosa, Cal.

OWEN, AL
WMID, Atlantic City, N. J.

OZIMEK, STAN
WKNB, New Britain, Conn.



PAGE, ELLIOT A.
WDEV, Waterbury, Vermont

PAGE, FRANK
KWKH, Shreveport, La.

PALMER, COY
KPDN, Pampa, Tex.

PANNY, FRANK
WOKO, Albany, N. Y.

PARCHER, DON
WBBW, Youngstown, Ohio

PARISH, GUY
WEBQ, Harrisburg, Ill.

PARKER, DUANE
KXLQ, Bozeman, Montana

PARKER, JOHNNY
WJIM, Lansing, Mich.

PARKER, LEE
WNAO, Raleigh, N. C.

PARKS, DARYL E.
WKRC-TV, Cincinnati, Ohio

PARR, T. FRANK
WTNJ, Trenton, N. J.

PARRY, EDDIE
WFLO, Farmville, Va.

PATTERSON, CREAM
WONS, Hartford, Conn.

PATTERSON, PAT
WMPPT, Florence, Ala.

PAUL, NORMAN
KSGO, San Jose, Cal.

PAUL, RALPH
Oct. 11, 1920, Denver, Colo.;
Strike It Rich, CBS; True Detective
Mysteries, ABS; Lights Out,
NBC-TV; Stop The Music, ABC-
TV; Eloise Salutes the Stars, Dum-
ont; Second Honeymoon, WOR.

PAUL, VERN
WJPS, Evansville, Ind.

PAUL, VINCE
KOSA, Odessa, Tex.

PAUSCH, RUSSELL N.
WCLD, Cleveland, Miss.

PAYE, DON
WICY, Malone, N. Y.

PEARSON, FORT
Curt Massey Time,
CBS

PEARSON, WALTER
WPFV, Enquiry Springs, N. C.

PENDERGRAFT, CARL
KTUR, Turlock, Cal.

PENDERGRAST, WILLIAM
WNBH, New Bedford, Mass.

PENNELL, BILL
WKEU, Griffin, Ga.

PENNER, RAY
WCAV, Norfolk, Va.

PEPPER, BILL
WBNS-TV, Columbus, O.

PERRIN, LLOYD
KGIL, San Fernando, Cal.

PERRY, DICK
WQAI-TV, San Antonio, Tex.

PERRY, DICK
WBOB, Galax, Va.

PERRY, DON
WJBO, Baton Rouge, La.

PERRY, C. STEWART
WWSK, St. Albans, Vermont

PEREYMAN, THOMAS E.
KSL, Gladewater, Tex.

PETERS, BOB
WFAS, White Plains, N. Y.

PETERSEN, JAMES A.
KMUR, Murray, Utah

PETERSON, ARNOLD
WATW, Ashland, Wis.

PETERSON, DAN
WABD-TV

PETERSON, DON
KGLC, Miami, Okla.

PETERSON, DON
KATE, Albert Lea, Minn.

PETERSON, GENE
WLAU-TV, Grand Rapids,
Mich.

PETTIT, LLOYD
WMAW, Milwaukee, Wis.

PHELAN, TOM
KGVO, Missoula, Montana

PHILIPPE, GENE
KXIC, Iowa City, Iowa

PHILLIPS, C. W.
WBBB, Burlington, N. C.

PHILLIPS, GEORGE
WLCR, Torrington, Conn.

PICUS, LARRY
WTNT, Tallahassee, Fla.

PIERCE, BOB
WWCA, Gary, Ind.

PIERCE, JERRY
KGNO, Dodge City, Kans.

PIGG, CALVIN
KORA, Bryan, Texas

PIGGOTT, JOE
WSAL, Logansport, Ind.

PIKE, DICK
WCKY, Cincinnati, Ohio

PIPPERT, PAUL
KMA, Shenandoah, Iowa

PIRNIE, DUNCAN
WQXB, New York, N. Y.

PITTINGER, DICK
WFBM, WFPM-TV, Indianapo-
lis, Ind.

PLACHTA, AL
KXLF, Butte, Mont.

PLATT, GENE
KJFJ, Webster City, Iowa

POLAND, SAM
WCHS, Charleston, W. Va.

POLLARD, BOB
KTAI, Pheonix, Ariz.

POLLES, CHUCK
KAST, Ames, Iowa

POOLE, BOB
WMRC, Greenville, S. C.

PORTA, PAT
KFSA, Ft. Smith, Ark.

PORTER, BOB
KHUZ, Borger, Texas

PORTER, DON
KUGN, Eugene, Ore.

POSEY, GEORGE
KXOC, Chico, Cal.

POTEET, SANDY
KJFI, Klamath Falls, Ore.

POWELL, FRANK
KCRG, Enid, Okla.

POWELL, JACK
KVEN, Ventura, Cal.

POWELL, KENNETH C.
WELM, Elmira, N. Y.

POWER, TOM
WMUR, Manchester, N. H.

POWERS, DON
KXGN, Glendive, Montana

POWERS, JOE
WNAV, Annapolis, Md.

POWERS, RALPH
KRNT, Des Moines, Iowa

PRATT, JIM
KINE, Kingsville, Tex.

PRENTICE, CHARLES D.
WHAI, Greenfield, Mass.

PRENTISS, JOE
WAEB, Allentown, Pa.

PRESBY, ARCH
KNBH, Hollywood, Cal.

PRESSON, JAYE
WCBS, Greenwood, S. C.

Announcers—M-C's

PRESTON, LEW
KWOB, Clinton, Okla.
PROVER, BILL
WNBFTV, Binghamton, N. Y.
PROVOR, RICHARD
KPRR, Austin, Tex.
PURCELL, CHARLES W.
WCAO, Baltimore, Md.
PUGH, CARL
WBBB, Haleyville, Ala.
PURSE, TODD
WXYZ-TV, Detroit, Mich.
PUTNAM, DON
WBBZ, Ponca City, Okla.
PYLANT, RUDY
KBOA, Kennett, Mo.
PYLE, MARTY
KMAE, McKinney, Tex.

— Q —

QUEEN, BILLY
KFTX, Childress, Texas
QUINN, JOE
WJMA, Orange, Va.

— R —

RAIFORD, BOB
WIS, Columbia, S. C.
RAHILL, BILL
WCPA, Clearfield, Pa.
RAINEY, CLAUDE
WCLD, Cleveland, Miss.
RANKIN, LEE
WHN, Galatin, Tenn.
RANKS, JACK
KTSM, El Paso, Tex.
RAMPY, C. W.
KMAE, McKinney, Tex.
RAMSAY, FORREST
WJAY, Millme, S. C.
RAMSEY, DUANE
KCTL, Ft. Worth, Tex.
RYNDALL, DAVE
WTOG, Savannah, Ga.
RYNDALL, R. DALE
KWWL, Waterloo, Iowa
RASCO, LARRY
KPSA, San Antonio, Tex.
RATH, HARRY
KWNQ, Winona, Minn.
RAWSON, RONALD
Yanga Dr. Malone, Ohs.
RAYCEE, DEL
WNAW, North Adams, Mass.
RAYMOND, JACK
Schultz's Music Shop
WISN, Milwaukee, Wis.
RAYMOND, LOU
WEHR, Wisconsin Rapids, Wis.
RAYZA, CARLO
KPAC, Ft. Arthur, Tex.
READY, ROGER
KGLA, Miami, Okla.
REGAN, FRANK
WEOK, Poughkeepsie, N. Y.
REAVIS, HERMAN
WBOB, Galix, Va.
REDDICK, BILL
KPHO-TV, Phoenix, Ariz.
REDFORD, LEE
WKAY, Glasgow, Ky.
REDFORD, STANLEY
WIBO, Memphis, Tenn.
REED, BURT
WVOS, Liberty, N. Y.
REED, ED
WLBC, Muncie, Ind.
REEVES, GRADY M.
WBHP, Huntsville, Ala.
REEVES, HAL
KYOS, Bellingham, Wash.

REEVES, JACK
KGER, Long Beach, Cal.
REED, LANNIE
KOLN, Lincoln, Neb.
REHNER, GENE
WWGP, Sanford, N. C.
REICH, EDDIE
WOSC, Fulton, N. Y.
REIDY, BOB
KGFV, Kearney, Neb.
REID, DICK
WSEA, Montgomery, Ala.
REIG, HOWARD
WGY, WGRB, Schenectady, N. Y.
REIMERS, ED
KTTY, Los Angeles, Calif.
REIMERS, ROBERT
KOOG, Centerville, Iowa
REISING, KETH
WKRP, New Albany, Ind.
REITZ, PINKY
WLEC, Sandusky, Ohio
RENFROW, CHARLES
WHKP, Hendersonville, N. C.
RENQ, WALT
WHB, Bloomington, Ill.
RESTESS, FOREST H.
WHOK, Lancaster, Ohio
REYNOLDS, JACK
KLPK, Oklahoma City, Okla.
REYNOLDS, JIMMY
WPAL, Charleston, S. C.
REYNOLDS, LEE
WMEV, Marion, Va.
RHODES, BOB
WHOO, Orlando, Fla.
RHOADS, HOWARD
KQJ, Walla Walla, Wash.
RIDGWAY, CLARK
KSWM, Joplin, Mo.
RICE, ED
KOSF, Nacogdoches, Tex.
RICH, AL
WIOH, Princeton, W. Va.
RICHARDS, RALPH
WLOW, Norfolk, Va.
RICHARDS, TOM
WMA, Camden, S. C.
RICHARDSON, CHARLES T.
WMOH, Hamilton, Ohio
RICHARDSON, JIMMIE
KNET, Palestine, Tex.
RICHINS, KAY
KATL, Salt Lake City, Utah
RICHMOND, BOB
WREN, Topeka, Kansas
RICHTER, BOB
WISL, Shomokin, Pa.
RICKWA, JOHN
KTRF, Sioux City, Iowa
RILEY, JOHN
WVAM, Altoona, Pa.
RINNINGER, RON
WURO, Johnstown, Pa.
RISER, JIMMY
WCAV, Norfolk, Va.
ROARK, CHAS. A.
KQV, Olympia, Wash.
ROBERTSON, BILL
WSPD, Anniston, Ala.
ROBERTS, BOB
KWRB, Warrenton, Mo.
ROBERTS, CHARLES
Club Announcer
WGAR, Cleveland, Ohio
ROBERTS, HOWDY
WMT, Ocala, Fla.
ROBERTS, KEN
Frank Sinatra Show, CBS.
ROBERTS, MORGAN
KSWO, Lawton, Okla.
ROBERTS, SAM
WHBI, Anderson, Ind.

ROBERTS, STAN
WQXR, New York, N. Y.
ROBERTS, WAYNE
RGW, Portland, Ore.
ROBERTS, WILLIAM
KGYW, Vallejo, Cal.
ROBERTSON, BILL
WLOS, Asheville, N. C.
ROBERTSON, JIM
WLAJ, WLAV-TV, Grand Rapids, Mich.
ROBERTSON, KNOWLES
WCPB, Tarboro, N. C.
ROBINSON, WAYNE
KLAT, Levelland, Tex.
ROBINSON, DON
KIXL & KXNL FM, Dallas, Texas
ROBINSON, FRANK
WCEN, Mt. Pleasant, Mich.
ROBINSON, JAMES
KSBW, Salinas, Cal.
ROBINSON, PAUL
KERC, Columbia, Mo.
ROBSON, W. RONALD
KSWM, Joplin, Mo.
ROCK, AL
WOPW, Nashua, New Hampshire
ROCKWELL, JIM
WJDN, Midland, Mich.
ROGERS, EDWARD
KRS, Clinton, Iowa
RODRIGUEZ, LUIS F.
WPRP, Ponca, P. R.
ROGERS, BU
Bill Henry News MBS;
Charles Wild, Private Detective, NBC; Sat. on the Zoo, ABC-TV; Manhattan Spotlight, DuMont; Brighter Day, CBS; Gabriel Heatter, MBS
ROGERS, BUDDY
WOR, New York, N. Y.
ROGERS, CHARLIE
KTVR, Phoenix, Ariz.
ROGERS, ROBERT F.
WBEU, Americus, Ga.
ROGERS, WILLIAM
Charles Wild, Private Detective, CBS
ROHLING, LARRY
WLAY, Muscle Shoals, Ala.
RONEY, JACK
WIC, Washington, D. C.
RONEY, TED
WELQ, Tupell, Miss.
ROPER, PRES
WMAN, Mansfield, O.
ROPPOLO, MIKE
KENT, Shreveport, La.
ROSEHILL, DAVID
WDEM, Providence, R. I.
ROSS, ART
WISR, Butler, Pa.
ROSS, DAN
WATL, Atlanta, Ga.
ROSS, DAVID
WDSG, Dyersburg, Tenn.
ROSS, DON
WMAN, Mansfield, O.
ROSS, DUDEE
KRMG, Tulsa, Okla.
ROTHMAN, LEE
Square Dance Party
WVXL, Peoria, Ill.
ROUTH, BILL
WRHI, Rock Hill, S. C.
ROYCK, JOHN
KCTV, Los Angeles, Calif.
ROWAN, ROY
You're Truly Johnny Dollar
CBS

Announcers—M-C's

- ROWZIE, JACK**
WINX, Washington, D. C.
- RUBENDALL, EVERETT W.**
WRAK, Williamsport, Pa.
- RUDD, SEARLE**
KCNA, Tucson, Ariz.
- RUE, JIM**
KGER, Long Beach, Cal.
- RUGE, GEORGE**
KYA, San Francisco, Cal.
- RUSSELL, DON**
Cavalcade of Bands; Cavalcade of Stars; Okay Mother; Headline Clues, WABD-Dumont TV
- RUSSELL, LA VERNE**
KUJ, Walla Walla, Wash.
- RUST, PHIL**
WMIE, Miami, Fla.
- RUSSELL, ROGER A.**
KWOA, Worthington, Minn.
- RUSSELL, T. E.**
WERI, Boston, Mass.
- RUSSELL, TODD**
WNBT, New York, N. Y.
- RUTHERFORD, JIM**
KTAT, Frederick, Okla.
- RUTLEDGE, BILL**
KENT, Shreveport, La.
- RYAN, EDWARD A.**
KSLW, Woodward, Okla.
- RYE, JACK**
KTSM, El Paso, Tex.
- RYKEN, JOHN**
KLAS, Las Vegas, Nevada
- S —
- SAENGER, JAMES R.**
KOJM, Havre, Mont.
- SAGESSE, BO B**
WIBB, Macon, Ga.
- ST. JOHN, CHARLIE**
KMAC, San Antonio, Tex.
- ST. GEORGE, DORIAN**
News
ABC
- SALTSMAN, DAYTON**
WSUN, St. Petersburg, Fla.
- SAMPSON, GEORGE**
WSAR, Fall River, Mass.
- SANDERS, BOB**
KICA, Clovis, N. M.
- SANDERS, BOB**
WFMA, Anniston, Ala.
- SANDERS, STUART**
WCRA, Effingham, Ill.
- SANTIAGO, JOSE COLON**
WVJP, Caguas, P. R.
- SANTORO, BILL**
WARD, Johnston, Pa.
- SATTERWHITE, RON**
KWNW, Wenatchee, Wash.
- SAUNDERS, ALLAN**
WCHA, Chambersburg, Pa.
- SAWYER, HARRIS**
WKRK, Columbia, Tenn.
- SAWYER, VERNE**
KMO, Tacoma, Wash.
- SCANLON, JACK**
WICC, Bridgeport, Conn.
- SCHACT, RAY**
Lonesome Troubador
WLYN, Lynn, Mass.
- SCHAUGHENCY, ED**
KDKA, Pittsburgh, Pa.
- SCHAFFRON, DON**
WHOB, Gardner, Mass.
- SCHIEFF, WALTER**
WPTN, Albany, N. Y.
- SCHENCK, BUD**
WTRF, Bellaire, Ohio
- SCHILLINGS, W. R.**
Dancing Party
WGKV, Charleston, W. Va.
- SCHIRMER, CARLETON**
KFQQ, St. Joseph, Mo.
- SCHMIDT, CARL**
WKOW, Madison, Wis.
- SCHNECK, W. LEROY**
WNAE, Warren, Pa.
- SCHNEIDER, BILL, JR.**
WQUA, Moline, Ill.
- SCHNEIDER, WALLY**
KIRK, Kirksville, Mo.
- SCHULTZ, CHARLES**
KWBC, Ft. Worth, Tex.
- SCHULTZ, DICK**
KGBC, Galveston, Tex.
- SCHUMACHER, AL**
WMAM, Marinette, Wis.
- SCHUSSLER, DALE**
WKWK, Wheeling, W. Va.
- SCHWAN, GEORGE**
KTIP, Porterville, Cal.
- SCOGIN, JOHN**
WTAW, College Station, Texas
- SCOTT, AL**
KCLW, Hamilton, Tex.
- SCOTT, ALAN**
WCAU, Philadelphia, Pa.
- SCOTT, BILL**
KSCB, Liberal, Kansas
- SCOTT, LEONARD**
Kiddie Club
WPEB, Sylacauga, Ala.
- SEAMAN, ROBERT**
KIBE, Palo, Alto, Cal.
- SEARLES, HAL**
KXKA, Alexandria, Minn.
- SEARS, ZENAS**
WGST, Atlanta, Ga.
- SEAVEY, CECIL**
KVOR, Colorado Springs, Col.
- SEGO, FRANK**
WGAD, Gadsden, Ala.
- SELLARS, BILL**
WHIN, Calhoun, Tenn.
- SELTZER, EV**
WONS, Hartford, Conn.
- SEWALL, BUD**
KCBQ, San Diego, Cal.
- SEWELL, DOUG**
KTOW, Oklahoma City, Okla.
- SEXTON, BRIAN**
WIBX, Utica, N. Y.
- SEYMOUR, DAN**
Aunt Jenny
CBS
- SHAFFER, TOM**
WJLS, Beckley, W. Va.
- SHANK, LEW**
KWYO, Sheridan, Wyo.
- SHANNON, DONALD**
WALD, Walterboro, S. C.
- SHANNON, PAUL**
KDKA, Pittsburgh, Pa.
- SHARBUTT, DEL**
Club 15
CBS
- SHARP, IRVING**
WDBJ, Roanoke, Va.
- SHARPLESS, CHARLIE**
WJVA, South Bend, Ind.
- SHEEHAN, BILL**
WDRK, Hartford, Conn.
- SHEELEN, ARTHUR**
WACA, Camden, S. C.
- SHEELDS, DANNY**
WASA, Havre de Grace, Md.
- SHEELER, MARK**
WDEB, Duluth, Minn.
- SHEETS, HOWARD**
WNOR, Norfolk, Va.
- SHELDON, HERB**
Feb. 9, 1913, Brooklyn, New York; Herb Sheldon Show WJZ-AM
- SHELTON, JIM**
WIBC, Indianapolis, Ind.
- SHELTON, JIM**
KTAN, Sherman, Tex.
- SHEPPARD, DEANE**
KFQD, Anchorage, Alaska
- SHERBACH, DICK**
WCMB, Lemoyn, Pa.
- SHERMAN, DON**
WKNX, Saginaw, Mich.
- SHERRY, BOB**
Theater of Today
CBS
- SHIMP, BERT**
WSAZ, Huntington, W. Va.
- SHINE, BILL**
KXLE, Ellensburg, Wash.
- SHIRK, REGGIE**
KOKO, LaJunta, Col.
- SHORE, HAL**
WGRO, Bay City, Mich.
- SHUMWAY, HI**
WASK, Lafayette, Ind.
- SHUMWAY, JIM**
WDSR, Lake City, Fla.
- SILLS, GENE**
WADE, Wadesboro, N. C.
- SILVER, WARREN**
KFDX, Wichita Falls, Tex.
- SILVERMAN, EDWARD J.**
WKLV, Blackstone, Va.
- SIMS, MAURICE**
WTUX, Wilmington, Del.
- SIMS, WAYNE**
WMSL, Decatur, Ala.
- SIMMS, HAL**
Songs For Sale, Meet Frank Sinatra
CBS
- SINDIK, GEORGE**
WKRK, Mobile, Ala.
- SINE, SHELDON**
WTNJ, Trenton, N. J.
- SIZOO, ROGER**
KTRK, Lufkin, Tex.
- SIMPSON, JIMMY**
WMRC, Greenville, S. C.
- SKAFF, NED**
WCHS, Charleston, W. Va.
- SKILTON, DAN**
WAPQ, Chattanooga, Tenn.
- SKINNER, GEORGE**
WPTZ, Philadelphia, Pa.
- SLATER, BILL**
WOR, New York, N. Y.
- SLATER, BILL**
WJBO, Baton Rouge, La.
- SLAYTON, GLEN**
WEKR, Fayetteville, Tenn.
- SMALL, MARSHALL**
KUTA, Salt Lake City, Utah
- SMITH, ARTHUR**
WNEB, Worcester, Mass.
- SMITH, BILL**
WAMS, Wilmington, Del.
- SMITH, BILL**
WSFA, Montgomery, Ala.
- SMITH, BOB**
KTRH, Houston, Tex.
- SMITH, CAL**
KROC, Rochester, Minn.
- SMITH, CHARLES C.**
WDEC, Americus, Ga.
- SMITH, DOUGLAS**
WYVE, Wytheville, Va.
- SMITH, FARRELL M.**
WMVG, Milledgeville, Ga.
- SMITH, JACK**
KTKR, Taft, Cal.
- SMITH, KATE**
Collins, Ted
WOR, New York, N. Y.
- SMITH, LEE**
Kentuckiana At Work
Breakfast Show
WLOU, Louisville, Ky.
- SMITH, NAT**
KOGT, Orange, Tex.

Announcers—M-C's

- SMITH, KALE**
WKBB, Iron River, Mich.
- SMITH, RALPH**
KANS, Wichita, Kansas
- SMITH, RON**
KIDQ, Boise, Ida.
- SMITH, AERN**
Our Miss Brooks
CBS
- SNELGROVE, TOMMY**
WBML, Macon, Ga.
- SNIDER, TED**
KPNB-TV, San Diego, Cal.
- SNITGER, BILL**
WHBL, Johnson City, Tenn.
- SOMERS, JOHN, JR.**
WRMN, Elgin, Ill.
- SOMMERVILLE, BOB**
WBIR, Selma, Ala.
- SOMMERVILLE, DICK**
WTTB, Port Huron, Mich.
- SORENSEN, ROBERT**
WHRB, Iron River, Mich.
- SOWNSKI, JIM**
WTRA, Ft. Pierce, Fla.
- SPARKS, CHARLES M.**
WCBS, Greenwood, S. C.
- SPALDING, DICK**
WLSJ, Lockport, N. Y.
- SPECTOR, ALVIN**
KLRG, Parsons, Kansas
- SPENKER, PHIL**
WENT, Gloucester, N. Y.
- SPENGLER, KEN**
WCVS, Springfield, Ill.
- SPILLER, BILL**
KLYN, Amarillo, Tex.
- SPINELLI, MARC**
KMNS, San Luis Obispo, Cal.
- SPOO, EDDIE**
WWHG, Hornell, N. Y.
- SPOTTS, JAMES**
WISL, Shamokin, Pa.
- SPRINGER, HAROLD**
WBRB, Joplin, Mo.
- SQUIRES, SANDY**
WDOS, Oneonta, N. Y.
- STABLE, PHILLIP**
WQXR, New York, N. Y.
- STABLE, RAY**
WVTV, Fairmont, W. Va.
- STALLINGS, DUD**
RTMC, McAlester, Okla.
- STAMPS, MACK**
WPTM, Decatur, Va.
- STANLEY, BILL**
WNOE, New Orleans, La.
- STANLEY, HAL**
Housewives Request Party
WNSD, Raleigh, N. C.
- STANLEY, ROY**
KAKE, Wichita, Kans.
- STARK, RICHARD S.**
B. November 7, 1911, Grand Rapids, Mich.; Walter Winchell, ABC; Silver Theater, CBS; Doninger, CBS-TV; It Pays to Be Lonerant, CBS; Pepper Young's Family, NBC; Perry Mason, CBS; When A Girl Marries, NBC; Star of the Family, CBS-TV; Perry Como Show, CBS.
- STARR, LEE**
WJBR, Lebanon, Pa.
- STARR, LONNY**
B. April 24, 1915, Wilmington, Del.; Wrestling Sunset, WOR-TV; Ace Drummond, WNBT-TV; Take It Easy, WNEW; Nitelife in New York, WNEW; Vaudeville Isn't Dead, WNEW; Disc Jockey Jury, WNEW.
- STASER, BILL**
WUNT, Centerville, Ill.
- STEELE, JIM**
WTRK, West Palm Beach, Fla.
- STEELE, JOHN**
KOWB, Laramie, Wyoming.
- STEFFENS, ART**
KWNO, Winona, Minn.
- STEIGER, BRAD**
WXRK, Buffalo-Renmore, N. Y.
- STENGER, FRANK A.**
WOKO, Albany, N. Y.
- STENGER, PETE**
WKAL, Macon, Ill.
- STEPHENS, CAL**
KOKO, Lakonia, Col.
- STEPHENS, PEN**
WBCC, Bethesda, Md.
- STEPHENSON, PETE**
KVIC, San Luis Obispo, Cal.
- STEPLER, HAROLD**
WMAL, Washington, D. C.
- STERLING, LUD**
WLEE, Richmond, Va.
- STERN, BILL**
B. July 1, 1907, Rochester, N. Y.; Remember This Date, NBC-TV; Star Night, WNBT, Spotlight on Sports, WNBC
- STERNICK, MICHAEL**
WHIT, Newark, N. J.
- STEVENS, BOB**
KIXI, Dallas, Tex.
- STEVENS, DON**
WMUR, Manchester, N. H.
- STEVENS, DON**
WVAR, Bridgeport, Conn.
- STEVENS, ED.**
WERE, Cleveland, Ohio
- STEVENS, JESS**
WICA, Ashland, Ohio
- STEVENSON, BOB**
Jack Smith Daily Show
Muz. and Whiffing Show
CBS
- STEWART, BILL**
WPRC, Minneapolis, Minn.
- STEWART, FRED**
WGCI, Chester, S. C.
- STEWART, JAY**
KCCA, Los Angeles, Cal.
- STEWART, MURRAY**
KSOO, Stony Falls, S. D.
- STEWART, TOM**
WMVA, Martinsville, Va.
- STILES, DANTON**
WHOL, Allentown, Pa.
- STILLINGER, CLIFF**
KOPQ, Tucson, Ariz.
- STILLWAGON, TOMMY**
WALB, Albany, Ga.
- STIR, JACK**
WPSB, St. Petersburg, Fla.
- STOCKLEY, CHARLES**
KSLI, Gladewater, Tex.
- STOCKLOS, ROBERT L.**
KFRV, Edinburg, Tex.
- STODL, HENRY**
WLD, Dayton, O.
- STONE, ROBERT**
Kot A, Kilmore, Tex.
- STONER, PETE**
WLCR, Torrington, Conn.
- STRADER, GEORGE**
WMSA, Massena, N. Y.
- STRAND, NORMAN**
WSAV, Savannah, Ga.
- STRASSER, MEL W.**
WALD, Waltham, S. C.
- STRAUSS, WILLIAM**
WQXR, New York, N. Y.
- STRIBLING, C. P.**
WBCU, Union, S. C.
- STRONG, JACK**
WYDS, Owensboro, Ky.
- STROPE, ARNIE**
WFRR, Wisconsin Rapids, Wis.
- STROUT, RICHARD A.**
B. July 28, 1930, Springfield, Mass.; Sealy Mattress Show, NBC-TV; All Indian Motorcycle Programs, NBC-TV; Wine Growers, Inc. Spots NBC-TV; Farm Credit Administration Programs (ET); Thornton Burgess Nature-stories (ET); Songs of Love (ET); Duck Strout in Hollywood (ET).
- STUART, MEL**
WHAT, Philadelphia, Pa.
- STUIJER, AERNE**
KWJB, Globe, Ariz.
- SULLIVAN, CHARLIE**
WMC, Memphis, Tenn.
- SULLIVAN, FRANCIS**
KPRC, Houston, Tex.
- SUTHERLAND, T. WILLIAM**
KPRS, Olathe, Kansas
- SAEHLA, WALT**
WQAM, Miami, Fla.
- SWANEA, FRED**
WHEA, Memphis, Tenn.
- SWANSON, HOWARD E.**
WJPD, Ishpeming, Mich.
- SWANSON, ROBERT**
WISC, Madison, Wis.
- SWANSON, ROY D.**
KCRB, Yuba City, Cal.
- SWART, JACK**
WPTL, Ft. Lauderdale, Fla.
- SWEENEY, BUDD**
WHKC, Columbus, Ohio
- SWHART, WALTER**
WSPB, St. Petersburg, Fla.
- SZYMD, EMI**
WTKV, Evansville, Ind.

— T —

- TABLER, ROBERT Y.**
WGIV, Charlotte, N. C.
- TAGLE, PAUL**
WCOL, Columbus, Ohio
- TALBERT, ED**
WTVC, Rock Hill, S. C.
- TANT, WILLIAM**
WPCB, Dunlake, N. V.
- TARALDSON, JIM**
KLAS, Las Vegas, Nevada
- TATE, E. ARTHUR**
WALB, Albany, Ga.
- TAYLOR, BOOKE**
WJMO, Cleveland, Ohio
- TAYLOR, DON**
WLYN, Lynn, Mass.
- TAYLOR, ELLSWORTH**
KITA, Ilo-Ilo, Bawian
- TAYLOR, HILDA THURSTON**
KSCM, Fairmont, Minn.
- TAYLOR, JOHN**
WFOU, Bloomington, Ind.
- TAYLOR, LEE**
WMBE, WTVT, Miami, Fla.
- TEMBLAX, BOB**
WCS, Charleston, S. C.
- TEMPLETON, JOE**
KWJX, Ft. Smith, Ark.
- TERFLER, DICK**
WVAN, Charleston, S. C.
- TERMIN, JONAS**
Shadow Time
WMGW, Meadville, Pa.
- TERRILL, JAMES R.**
KARK, Little Rock, Ark.
- TERRILL, JIM**
KLAN, Amarillo, Tex.
- TERRA, CHEM**
WBAP, WBAP-TV, Fort Worth, Texas
- TETRAULT, ERNIE**
WTRY, Troy, N. Y.

Announcers—M-C's

- THACKER, JIM**
WSON, Henderson, Ky.
- THOMAS, AL**
WAGS, Chattanooga, Tenn.
- THOMAS, BILL**
WGAA, Cedartown, Ga.
- THOMAS, BRAD**
WDAS, Philadelphia, Pa.
- THOMAS, D. GLENN**
WJEF, Hagerstown, Md.
- THOMAS, HARRY**
KGGM, Albuquerque, N. M.
- THOMAS, J. KENNETH**
WLOE, Leaksville, N. C.
- THOMAS, JOHN**
WROX, Clarksdale, Miss.
- THOMAS, LEE**
WHAT, Philadelphia, Pa.
- THOMAS, LEE**
WHLB, Virginia, Minn.
- THOMAS, PETER**
WMC, Memphis, Tenn.
- THOMPSON, CHUCK**
WFOR, Hattiesburg, Miss.
- THOMPSON, ED**
WHKC, Columbus, Ohio
- THOMPSON, GLENN**
KGFV, Kearney, Nebr.
- THOMPSON, RON**
WWSO, Springfield, Ohio
- THOMSON, JAY**
WJCD, Seymour, Ind.
- THOR, LARRY**
Carnation Family Party
CBS
- THORTON, RALPH**
KBST, Big Spring, Texas
- THUROW, DEAN**
KLEP, Minot, North Dakota
- THURSTON, FRANK, JR.**
KDMO, Carthage, Mo.
- TIBBETS, DONN**
WTSV, Claremont, New Hampshire
- TIDMORE, WILLIAM PENN**
WPPA, Pottsville, Pa.
- TIFFANY, AL**
WLS, Chicago, Ill.
- TILLMAN, JOHN**
WPX, New York, N. Y.
- TOBABBEN, GENE**
KSMI, Seminole, Okla.
- TOEBE, JAMES**
WEW, St. Louis, Mo.
- TOMPKINS, BILL**
KMHT, Marshall, Tex.
- TONKEN, PHILIP**
Buddy Rogers, WOR-TV; Mutual Newsreel, MBS-WOR; 'Nemo' Weather Reporter, WOR; Rod and Gun Club of the Air, MBS; Herald Tribune News, WOR; Midnight News, WOR; Mysterious Traveler, MBS.
- TORRISI, TOM**
WJSW, Altoona, Pa.
- TOWNELL, ESKO**
WHK, Cleveland, Ohio
- TOWNES, MILO**
Morning Melodies
WAND, Canton, O.
- TRAMMELL, LAMAR**
WAGF, Dothan, Ala.
- TRANTER, CHUCK**
WNAE, Warren, Pa.
- TRANUM, CHUCK**
WABD-TV
- TRAP, BOB**
WFUR, Grand Rapids, Mich.
- TREBOR, BOB**
WVET, Rochester, N. Y.
- TRIPP, DICK**
KXYZ, Houston, Tex.
- TRIPPE, JIMMY**
WFEB, Sylacauga, Ala.
- TRIVETTE, JOE**
WJMA, Orange, Va.
- TRUERE, BOB**
WOSC, Charleston, S. C.
- TRUSSELL, CHARLIE**
WNOW, York, Pa.
- TUCKER, FRANK**
WCOV, Montgomery, Ala.
- TUCKER, JACK**
WKOK, Sunbury, Pa.
- TUCKER, JIM**
WCMB, Lemoynne, Pa.
- TUCKER, KENNETH**
KORG, Mineral Wells, Tex.
- TUCKER, LINDSAY**
WCAV, Norfolk, Va.
- TUCKER, TOMMY**
WPDQ, Jacksonville, Fla.
- TULLEY, LEE**
WJMA, Orange, Va.
- TUNIS, HAL**
You're On Your Own, Dumont-WABD; Cinema 7, ABC-WJZ-TV; Richard Hayes Show, Dumont-WABD; Fun With Music, WPIX; Concert Debut, WPIX; Hal Tunis Show, WMGM, WMGM-FM.
- TUOHY, EDWARD D.**
WBCM, Bay City, Mich.
- TUPPER, HOWARD**
WGY, Schenectady, N. Y.
- TURNER, DEAN**
KGGP, Coffeyville, Kans.
- TURNER, JAMES**
WGCD, Chester, S. C.
- TURNER, RALPH**
KMPC, Los Angeles, Cal.
- TURNER, RAY**
WTAR, Norfolk, Va.
- TUTTLE, JOHN H.**
WHED, Washington, N. C.
- TYLER, NOAH**
WTTT, Coral Gables, Fla.
- U —
- ULBRICH, RAY**
WDMJ, Marquette, Mich.
- UNDERWOOD, CHARLES H.**
WMBS, Uniontown, Pa.
- UNDERWOOD, DON**
WDSR, Lake City, Fla.
- URBAN, JOSEPH**
WCLO, Janesville, Wis.
- URBAN, JOSEPH**
WHBI, Newark, N. J.
- USSERY, QUINTON**
KTSJ, Hobart, Okla.
- UTTAL, WARREN**
WLVA, Lynchburg, W. Va.
- V —
- VACCA, JOHN**
KOSA, Odessa, Tex.
- VALENTINE, DAN**
WFPA, Dallas, Tex.
- VALENTINE, RANCE**
WEBC, Duluth, Minn.
- VALENTINO, GENE**
WWCO, Waterbury, Conn.
- VALLE, DON**
WFAS, White Plains, N. Y.
- VALLÉE, RUDY**
WOR, New York, N. Y.
- VALYER, GEORGE**
KT'SW, Emporia, Kansas
- VAN CARL**
WITZ, Jasper, Ind.
- VAN CAMP, BOB**
WSB-TV, Atlanta, Ga.
- VANCE, JOHN**
WFOX, Milwaukee, Wis.
- VANN, FRANK**
WTAR-TV, Norfolk, Va.
- VARE, AL**
WAOV, Vincennes, Ind.
- VARNUM, GEORGE**
WPIT, Pittsburgh, Pa.
- VASEN, WARREN**
WOC, WOC-TV, Davenport, Iowa
- VAUGHAN, FRED**
WHCC, Waynesville, N. C.
- VAUGHN, BOB**
KDSH, Boise, Idaho
- VAUGHN, BOB**
WORD, Spartanburg, S. C.
- VEITH, CHARLES**
KXOX, Sweetwater, Tex.
- VELAZQUEZ, ANTONIO DIAZ**
WAPA, San Juan, P. R.
- VELEZ, GERMAN**
WORA, Mayaguez, P. R.
- VERMON, ROY**
KJAY, Topeka, Kans.
- VICK, DICK**
KGEZ, Kalispell, Montana
- VICKERS, LEE**
WTOP, Washington
- VIHRA, JOE**
KWTC, Barstow, Cal.
- VILLANI, JOHN J.**
WBRW, Welch, W. Va.
- VINGI, RAY**
WKWK, Wheeling, W. Va.
- VINSON, AL**
KLTJ, Longview, Tex.
- VINSON, JIMMY**
WBML, Macon, Ga.
- VIZCARRONDO, RAMON**
WVJP, Caguas, P. R.
- VOGEL, LEE**
KJCK, Junction City, Kans.
- VOGT, KEN**
WFOZ, Milwaukee, Wis.
- VOIGT, WALLY**
WVOD, Lynchburg, Va.
- VOORHIS, YAN**
WLER, Lebanon, Pa.
- W —
- WADE, C. OSBORNE**
WKNE, Keene, N. H.
- WAGNER, BOB**
WBNS, Columbus, Ohio
- WAGNER, BOB**
KXOC, Chico, Cal.
- WAGNER, BOB**
KMHL, Marshall, Minn.
- WAGNON, BUCK**
KWOE, Clinton, Okla.
- WALDIE, ALLAN**
WTAW, College Station, Texas
- WALKER, FLETCHER**
WEMA, Anniston, Ala.
- WALKER, JIMMY**
KGMB, Honolulu, T. H.
- WALKUP, JIM**
WJG, Tullahoma, Tenn.
- WALLACE, ROBERT**
WSNY, Schenectady, N. Y.
- WALLINGTON, JIMMY**
Carnation Contented Hour
CBS
- WALTERS, STANLEY**
WAML, Laurel, Miss.
- WALTON, JIM**
Coffee Call
WHAS, Louisville, Ky.
- WAMBLE, FRED**
WVOK, Birmingham, Ala.
- WARD, BAXTER**
WMAL-TV, Washington, D. C.
- WARD, BILL**
WHOW, Clinton, Ill.
- WARD, BILL**
WUSN, Charleston, S. C.
- WARD, JIM**
WBAX, Wilkes-Barre, Pa.

Announcers—M-C's

- WARD, WILLIAM CARROLL**
WHBB, Selma, Ala.
- WARE, C. JACK**
KCRG, Cedar Rapids, Iowa
- WARREN, BAILEY**
KGB, San Diego, Cal.
- WARREN, DOUG**
WKDN, Camden, N. J.
- WARREN, HARRY**
KUTA, Salt Lake City, Utah
- WARREN, JIM**
WHBO, Memphis, Tenn.
- WARREN, MATHEW**
WEAM, Arlington, Virginia
- WASHBURN, SHERMAN**
KEX, Portland, Ore.
- WATSON, BILL**
Bill Watson Show
ABC
- WATTERS, DAVE**
WDC, Decatur, Ill.
- WAYNE, FRANK**
WVCB, Chester, Pa.
- WEATHERLY, BOB**
WTAN, Clearwater, Fla.
- WEATHERS, WILLIAM**
WFYD, Flagay Springs, N. C.
- WEAVER, ALLAN**
KPH, Porterville, Cal.
- WEAVER, BILL**
WDAY, Fargo, North Dakota
- WEAVER, BILL**
KGFJ, Shawnee, Okla.
- WEAVER, JACKSON**
WMAI, WMAI-TV, Wash-
ton, D. C.
- WEAYER, ROBERT**
WTVJ, Miami, Fla.
- WEYER, ROBYN**
WRL, Peoria, Ill.
- WEBB, DEWEY**
WBHP, Huntsville, Ala.
- WEBB, HUGH**
WMGY, Montgomery, Ala.
- WEBB, RICK**
WHIL, Hammond, La.
- WEBSTER, RALPH**
KWAD, Wadena, Minn.
- WEBSTER, TED**
KSTB, Cedar City, Utah
- WECKERLE, JOSEPH A.**
WMOH, Hamilton, Ohio
- WEGMET, NORM**
RWYO, Sheridan, Wyo.
- WEIGEL, FRAN**
WAAP, Chicago, Ill.
- WEIKLE, DOUG**
WEAT, Eau Claire, Wis.
- WEIL, BUD**
KRNQ, Las Vegas, Nevada
- WEIST, DWIGHT**
Grand Slam
CBS
- WELBORNE, CURTIS L.**
WGBG, Greensboro, N. C.
- WELCH, COOPER**
KFR, Greeley, Col.
- WELCH, J. JOSEPH**
WSAR, Fall River, Mass.
- WELLER, ROSS**
WHAM-TV, Rochester, N. Y.
- WELLS, EARL**
WHB, Kansas City, Mo.
- WELLS, H. W.**
WFMW, Madisonville, Ky.
- WENDEL, CARL**
WBEX, Chillicothe, Ohio
- WENDELL, WM.**
WWJ, Detroit, Mich.
- WENTWORTH, WILLIAM**
KFJI, Klamath Falls, Ore.
- WERNER, JACK R.**
KFDQ, Anchorage, Alaska
- WEST, DUSTY**
KRMG, Tulsa, Okla.
- WESTCOTT, HARRY**
WEEF, Reading, Pa.
- WHALEY, BUD**
Whaley's Badiwick
KEYL, San Antonio, T. X.
- WHEAT, RAMON**
WJLM, Lansing, Mich.
- WHEBEE, CHARLES**
WGTC, Greenville, N. C.
- WHEELER, DAN**
KXOA, Sacramento, Cal.
- WHEELER, JOE**
WGAP, Maryville, Tenn.
- WHEELOCK, E. HOWARD**
WFNE, Keene, New Hamp-
shire
- WHITCOMB, ROBERT J.**
WGRD, Grand Rapids, Mich.
- WHITE, CLAUDE**
WHCC, Waynesville, N. C.
- WHITE, FRED**
KYNO, Fresno, Cal.
- WHITE, HARRY**
KWTC, Barstow, Cal.
- WHITE, PAT**
KFBS, Shreveport, La.
- WHITNEY, BOVD**
KTRM, Beaumont, Tex.
- WHITANKER, BOB**
KSCB, Cedar City, Utah
- WICKNER, GERRY**
WBUX, Doylestown, Pa.
- WICKS, JIM**
KWNO, Winona, Minn.
- WIENERT, AD**
WMAR-TV, Baltimore, Md.
- WILBURN, GENE**
KEXQ, Grand Junction, Col.
Today in Sports
- WILCOX, JOHNNY**
WIP, Philadelphia, Pa.
- WILDEK, JOE**
WKLY, Hartwell, Ga.
- WILKERSON, BOYCE**
KFLA, Pine Bluff, Ark.
- WILL, WAYNE**
KLYT, Levelland, Tex.
- WILLIAMS, ALUN**
WMCA, CBS TV "Mama",
New York, N. Y.
- WILLIAMS, BILL**
WILK, Wilkes-Barre, Pa.
- WILLIAMS, BOB**
KRAL, Rawlins, Wyoming
- WILLIAMS, DAN**
WKY-TV, Oklahoma City,
Okla.
- WILLIAMS, GARNET**
WROV, Carmi, Ill.
- WILLIAMS, HARRY**
WMDN, Midland, Mich.
- WILLIAMS, JIM**
KTRH, Houston, Tex.
- WILLIAMS, LES**
WHSC, Hartsville, S. C.
- WILLIAMS, PETE**
WAGG, Chattanooga, Tenn.
- WILLIAMSON, RAY**
WAYX, Waycross, Ga.
- WILLIS, ALAN**
WORD, Spartanburg, S. C.
- WILLS, REX**
KHON, Honolulu, T. H.
- WILSON, BUD**
WHAY, New Britain, Conn.
- WILSON, DON**
Jack Benny Program
CBS TV
- WILSON, GLENN**
WPAR, Parkersburg, W. Va.
- WILSON, HAPPY**
WAPI, Birmingham, Ala.
- WILSON, JIM**
WMAK, Nashville, Tenn.
- WILSON, JOHN**
WFLO, Farmville, Va.
- WILSON, M. DAVIS**
Chief Ann'r
KFJL & KFJL-FM, Wichita,
Kansas
- WILSON, PHIL**
WFOR, Norfolk, Va.
- WILSON, PHIL**
WDYK, Cumberland, Md.
- WOLFE, ROGER**
WDSU, New Orleans, La.
- WOMACK, GEORGE**
KTTI, Longview, Tex.
- WONNER, DICK**
KYOR, Blythe, Cal.
- WOOD, BILL**
KODY, North Platte, Neb.
- WOOD, JIM**
WJR, Detroit, Mich.
- WOOD, STAN**
WRA, Ft. Pierce, Fla.
- WOODS, CHARLES**
Henry J. Taylor, Robert Mont-
gomery, America's Town Meet-
ing—Amalgamated
ABC
- WOODS, DAVE**
KRAL, Rawlins, Wyoming
- WOODS, JIMMIE**
WJAR, Savannah, Ga.
- WOODWARD, ROSS**
KGFJ, Boise, Ida.
- WOODWORTH, S. J.**
KAMD, Camden, Ark.
- WOOLERY, ARLO**
KSTN, Bisbee, Ariz.
- WOOTEN, WILLIAM P., JR.**
WHP, Hickory, N. C.
- WORLEY, JACK**
WGAD, Gadsden, Ala.
- WRIGHT, BOB**
WHM, Jackson, Mich.
- WRIGHT, HOLLY**
WRC, Washington, D. C.
- WRIGHT, JOHN W.**
WFBC, Greenville, S. C.
- WRIGHT, RAY**
KIBN, Bemidji, Minn.
- WACOFF, BOB**
WLOE, Leaksville, N. C.
- WYMER, JACK**
Chief Announcer
WJMG, Dayton, Ohio
- WYNN, PAUL**
WGWD, Gadsden, Ala.

— Y —

- YENGER, DON**
WTK, Durham, N. C.
- YOUNG, JIMMY**
KNWZ, Houston, Tex.
- YOUNG, O. C.**
WHN, Elmfield, W. Va.
- YOUNGBLOOD, HULL**
WQAT-TV, San Antonio, Tex.
- YOUNGBLOOD, WES**
KSEL, Lubbock, Tex.
- YOUNG, ROBERT**
WBRK, Pittsfield, Mass.
- YUKMAN, FRANK**
WLU, Akron, Ohio

— Z —

- ZANE, JOHN**
KITYM, Eureka, Cal.
- ZELTEN, JERRY**
WCTG, Thomasville, Ga.
- ZIMMERMAN, PAUL**
WNYA, Martinsville, Va.
- ZIPPAY, AL**
KVOW, Littlefield, Tex.
- ZIRICH, SAM**
WIS, Columbia, S. C.

Radio-TV Writers

Advertising Agency—Network—Free Lance

— A —

AARON, JOHN
Edward R. Murrow, News
Program
CBS

ACE, GOODMAN
The Big Show, NBC

ADAMS, TED
Star Of The Family
CBS-TV

ADELMAN, JERRY
Meet Corliss Archer
CBS

AUCHINLOSS, GORDON
Refreshment Time
CBS

— B —

BARRY, PETER
Charlie Wild, Private Detective
CBS-TV

BERNSTEIN, WALTER
Nash Airflyte Theater
CBS-TV

BIXBY, CARL
B. May 4, 1895, Worcester,
Mass.; Life Can Be Beautiful,
NBC

BLAZER, GEORGE
Jack Benny Show
CBS-TV

BLOCK, HAL
Vaughn Monroe Show
Ken Murray Show
CBS-TV

BURNS, GEORGE
George Burns and Gracie Allen Show
CBS-TV

BURNS, WILLIAM
George Burns and Gracie Allen Show
CBS-TV

BURTON, HELENE
Betty Crocker Program
CBS-TV

— C —

CALDWELL, SAM
Garden Gate
CBS

CARRINGTON, ELAINE
Rosemary
CBS

CARROLL, CARROLL
Club 15
CBS

CURRAN, CHARLES
Assoc. with Seaboard Studios

— D —

DEMLING, BILL
Garry Moore Show
CBS-TV

DORFMAN, SID
George Burns & Gracie Allen Show
CBS-TV

CARLTON E. MORSE

WRITER - PRODUCER

"ONE MAN'S FAMILY" . . . NBC and NBC-TV

"I LOVE A MYSTERY" . . . MBS

Radio-Television Writers

DOU D. GIL

Yours Truly, Johnny Dollar
CBS

DOUGALL, BERNARD

Mystery File Crossroads De
Lion, Modern Romances, Ham-
mibal Cobb
ABC

DUDDY, IAN

Vaughn Monroe Show
CBS-TV

DUDLEY, PAUL

Meet Frank Sinatra; Yours
Truly, Johnny Dollar
CBS

— E —

ETTINGER, EDWARD

What Makes You Toot, Sam
my Kays - Sunday Serenade,
Modern Romances - Hammibal
Cobb - Martha Lou Hart Show
ABC

— F —

FINN, MICKEY

Carnation Family Party
CBS

FOSTER, ROSEMARY

Mr. T. Matrimon
CBS-TV

FRAMER, WALT

Break the Bank, NBC; Glamour
Monor, MBS, ABC, The Black
Hood, MBS

FREED, FRED

This Is New York
The New York Story
WGBS

FUNT, JULIAN

Young Dr. Malone; Big Sister
CBS

— G —

GARRIELSON, FRANK

Mam,
CBS-TV

GALANOV, TERRA

Flamboyant Mat
WABD-Dumont

GERSHON, ALICE

Margaret Arlen Program
WGBS

GIBSON, DOUGLAS WOOD

The Clock - NBC-TV, Lights
Out - NBC-TV; Actors Studio,
ABC-TV - Originals for Lever
Bros. - Dumont

GLICKMAN, WILLIAM

Camel Caravan With Vaughn
Monroe
CBS

GOODWIN, NANCY

ABC-TV Staff Writer; Tom
Morrow Productions - The
Marshal of Gunsight Pass,
Tin Pan Alley-TV, 88 By The
Gross, Saturday Date, Shirley
and Bodella, Soap-Box The-
ater, Huffman Huddle, Chet
Mitum's

GRACE, VIRGINIA

Margaret Arlen Program
WGBS

GRAHAM, JACK

Lucky Pup
CBS-TV

— H —

HELM, HARVEY

George Burns & Gracie Allen
Show
CBS-TV

HENLEY, ARTHUR

Broadway Open House, NBC-TV;
Marry - Go - Round, ABC; Press
Box, WMGM; We, The People,
NBC-TV

HENNING, PAUL

George Burns & Gracie Allen
Show
CBS-TV

HEYWARD, LOUIS M.

Hammibal Cobb, ABC - Faye
Emerson Show, ABC-TV;

CARL BIXBY

Life Can Be Beautiful

Sturges Highway
Southport, Conn.



JOE GRAHAM

WRITER-DIRECTOR

Radio-Television Writers

Lucky Pup, CBS-TV; Garry Moore, CBS-TV; Walter Winchell Summer Show, ABC-TV; Quick as a Flash, ABC; Manhattau Maharajah, ABC

— J —

JACOBY, LOIS

The Ford Theater
CBS-TV

JOHNSON, JAY

Fred Waring Show
CBS-TV

JOSEFBERG, MILT

Jack Benny Program
CBS-TV

— K —

KAUFMAN, JERRY

House I Live In Series, Radio Guild Workshop; WNYC

KEATING, BARBARA

Margaret Arlen Program
WCBS

KENT, PRISCILLA

Second Mrs. Burton
CBS

KIMBELL, RAY

Remember This Date, NBC-TV; Palmolive Sports Newsreel, NBC; Tennessee Ernie, KPXM; This Is Kimbell, KENO

KRICH, A. M.

Nash Airflyte Theater
CBS-TV

— L —

LESLIE, LOUISE

Homemaker's Exchange
CBS-TV

LESSING, NORMAN

Nash Airflyte Theater
CBS-TV

LEVINSON, LEONARD

Hollywood Star Theater, NBC; Chevrolet Tele Theater, NBC-TV; Ken Murray Show, CBS-TV; Sure As Fate, CBS-TV; We, the People, NBC-TV; The Mickey Finn Show

LEWIS, AL

Our Miss Brooks
CBS

LEWIS, MILTON

This Is Nora Drake
CBS

— M —

MACK, NILA

Let's Pretend
CBS

MARCUS, ELLIS

Nash Airflyte Theater
CBS-TV

MARION, IRA

Hannibal Cobb, Metropolitan Opera Auditions of the Air, Milton Cross' Opera Album, Detour
ABC

McGIFFORD, JOHN

This Is New York
The New York Story
WCBS

McLEOD, VICTOR IAN

B. Aug. 2, 1906, Nampa, Idaho; Chevrolet Teletheater, NBC-TV; Broadway Open House, NBC-TV; New Year's Revue, NBC-TV; Arthur Murray, NBC-TV

MORGAN, AL

This Is New York
The New York Story
WCBS

MORROW, BILL

Bing Crosby Show
CBS

MORSE, CARLTON E.

I Love a Mystery, MBS; One Man's Family, NBC

— N —

NISS, STANLEY

Gangbusters
CBS

— O —

O'FLAHERTY, MAGGIE

Curt Massey Time
CBS

OLDHAM, VERA

Modern Romances; Chandu, The Magician
ABC

— P —

PERRIN, SAM

Jack Benny Program
CBS-TV

PHILIPS, IRNA

Guiding Light; Brighter Day
CBS

PICARD, JOHN

Wendy Warren and The News
CBS

PROVO, FRANK

Wendy Warren and The News
CBS

— R —

RIGHTON, ADDY

Hilltop House
CBS

ROSS, DON

B. Feb. 17, 1908, DeMoines, Iowa; Live Like A Millionaire, NBC, CBS-TV; Bride & Groom, CBS-TV; Your Pet Parade, ABC-TV; Animal Fair, KNBH; Auction-Aire, ABC-TV

— S —

SAPINSLEY, ALVIN

Nash Airflyte Theater
CBS-TV

SCHOEN, LILLIAN

Hannibal Cobb, Quick As A Flash, Bill Watson Show, Modern Romances, Roger Dann Show
ABC

SHAW, DAVID

Nash Airflyte Theater
CBS-TV

SKELTON, EDNA

Red Skelton Show
CBS

SKLAR, MIKE

Modern Romances, Quick As A Flash, American Sports Page, Detour
ABC

STONE, LYNN

Hilltop House
CBS

SYNOR, PAUL

Quick As A Flash Marry Go Round, Pick A Date, Detour, Sunday Morning Concert Hall
ABC

— T —

TACKABERRY, JOHN

Jack Benny Program
CBS-TV

TAGGART, TOM

Blackhawk, Modern Romances
ABC

TOVROV, ORLIN

Ma Perkins
CBS

TUCKER, MADGE

Ship Ahoy
WCBS-TV

— V —

VENDIG, IRVING

Perry Mason
CBS

— W —

WELDON, MARTIN

This Is New York
The New York Story
WCBS

WITTY, DON

Modern Romances, Treasury Bands, American Sports Page
ABC

— Z —

ZOUSMER, JESSE

Edward R. Murrow, News Program
CBS

"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 1950

— A —

ACKLEY, WAYNE
KRNT, Des Moines, Iowa

ADLAM, BASIL G.
KECA, KECA-TV, Hollywood, Cal.

AGNEW, JOHN KENWARD
WHKC, Columbus, Ohio

ALEXANDER, JEFF
Hollywood Star Playhouse
CBS

ALFORD, KITTY
WRGA, Rome, Ga.

ALLEN, JAMES E.
WTJS, Jackson, Tenn.

ALLEN, JAMES S.
KEYD, Minneapolis, Minn.

ANDERSON, JAMES W.
WIRK, West Palm Beach, Fla.

ANDREWS, CHESTER C.
KOKX, Keokuk, Iowa

ANDREWS, EARL
WAUD, Auburn, Ala.

ANDREWS, GENE
WVEC, Hampton, Va.

ANNO, MARY JEAN
WATW, Ashland, Wis.

ARM, THOMAS
WSTV, Steubenville, Ohio

ARMAND, RAY
WPWA, Chester, Pa.

ARMSTRONG, BERNIE
KDKA, Pittsburgh, Pa.

ARNOLD, FRED
WIVY, Jacksonville, Fla.

ASHLEY, BARBARA
WJPR, Greenville, Miss.

AUXER, BLAND
KFDA, Amarillo, Texas

AYRES, MITCHELL
Perry Como Show
CBS-TV

AYRES, NORMAN
WCSH, Portland, Me.

— B —

BACKMAN, HARVEY
KXGN, Glendive, Mont.

BAEKEY, W. EDWIN, JR.
WASA, Havre de Grace, Md.

BAILEY, JIM
WCEN, Mt. Pleasant, Mich.

BAILEY, LANSING
KRON-TV, San Francisco, Cal.

BAILEY, VIRGINIA
WKLY, Hartwell, Ga.

BAKER, BETTY
KOIL, Omaha, Neb.

BALLANTINE, EDDIE
Breakfast Club, Don Neill's
TV Club, ABC, WENR-TV

BALLOU, MONTE
KGO, Oregon City, Ore.

BALZER, FRITZ
WRC, Washington, D. C.

BANCROFT, P. F.
KTAR, Phoenix, Ariz.

BARCLAY, ALAN
WAMS, Wilmington, Del.

BARDO, LYLE
KPRC, San Francisco, Cal.

BARLOW, JERRY
KLOU, Lake Charles, La.

BARLOW, RAY
WDAD, Indiana, Pa.

BARON, ELLIOT
WCAE, Pittsburgh, Pa.

BARR, RUTH
WGEZ, Beloit, Wis.

BARRET, EDWARD
WHAS, Louisville, Ky.

BARTON, SAMMY
WRDV, Augusta, Ga.

BASS, GRADY
KSFA, Nacogdoches, Tex.

BAUGH, GENE
WBAP, WBAP-TV, Fort
Worth, Tex.

BAXTER, LEO
WBOW, Terre Haute, Ind.

BEACHWOOD, BUD
KZFI, Twin Falls, Ida.

BEALS, RAY H.
KVGB, Great Bend, Kans.

BEATTY, ROSS H.
WELM, Elmira, N. Y.

BECKER, ALFRED
KOY, Phoenix, Ariz.

BEERS, WM. E.
WADC, Akron, Ohio

BELL, FRANK
WEEI, Boston, Mass.

BENEDICT, ANDY
WWRL, Woodside, N. Y.

BERGOVITZ, ABE
KGW, Portland, Ore.

BERGNER, CARL
WLAV, Grand Rapids, Mich.

BERING, CONRAD, JR.
KFDM, Beaumont, Tex.

BEUKEMA, BOB
WFUR, Grand Rapids, Mich.

BILSKE, ROBERT F.
WNEB, Worcester, Mass.

BIRDSONG, LAWRENCE
KLTI, Longview, Tex.

BIVIANA, JOE
Manhattan Maharajah, Rob-
bins Nest, TV; Chance of a
Lifetime, TV
ABC

BLACK, ALLAN
WPTI, Pittsburgh, Penn.

BLACK, DR. FRANK
Carnegie Hall (AM), ABC

BLALOCK, LORY
KOSA, Odessa, Tex.

BLEYER, ARCHIE
Arthur Godfrey Time, Arthur
Godfrey and His Friends, Arthur
Godfrey's Talent Scouts, CBS-
TV.

BLOCH, RAY
Toast of the Town, CBS-TV; Sing
It Again, CBS, CBS-TV; Songs
for Sale, CBS; The Show Goes
On, CBS-TV; Quick As A Flash,
ABC

BOISVERT, LOUIS
WBRY, Waterbury, Conn.

BOLANDER, RICHARD
WBK, Pittsfield, Mass.

BOOKSPAN, MARTIN
WBMS, Boston, Mass.

BOSWORTH, CHESTER
WEAV, Plattsburg, N. Y.

BOVERO, PHIL
Malloy & Company
KGO, KGO-TV, San Francisco,
Calif.

BOYD, BARBARA
WMUU, Greenville, S. C.

BOYER, DEAN
WBLK, Clarksburg, W. Va.

BOYUM, JERRY E.
KROC, Rochester, Minn.

BRADLEY, HAROLD
WHLI, Niagara Falls, N. Y.

BRADLEY, JESSIE
Van Camp Little Show, NBC-
TV; We The People, NBC; We
The People, NBC-TV

BRADY, WILLIAM P.
WEDC, Chicago, Ill.

BRAZZELL, JIM
WFGN, Gaffney, S. C.

BRELAND, ED
WAML, Laurel, Miss.

BRENTON, ANN
KSEM, Moses Lake, Wash.



JOHN GART

COMPOSER · CONDUCTOR

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

BRESTOFF, PHIL
WXYZ, WXYZ-TV, Detroit,
Mich.
BRIT, WESTON
WHIN, Gallatin, Tenn.
BROCK, RAY
WHBY, Appleton, Wis.
BROEKMAN, DAVID
Ken Murray Show
CBS-TV
BROWN, DON
KWNW, Wenatchee, Wash.
BROWN, DONALD
KVEN, Ventura, Cal.
BROWN, EVELYN
KKIN, Visalia, Calif.
BROWN, JEANNE
WLDY, Ladysmith, Wis.
BROWN, MAURICE
Let's Pretend
CBS
BROWN, WALBERG
WTAM, Cleveland, Ohio
BRUCE, DWIGHT J.
WTOG, Savannah, Ga.
BRYNE, JAMES
WCMI, Ashland, Ky.
BUCHAN, JAMES W.
KWAD, Wadena, Minn.
BULLOCK, SHELDON
WWSC, Glens Falls, N. Y.
BURKE, JOE
WSCR, Scranton, Pa.
BURKETT, MRS. KATHLEEN
KLEP, Oklahoma City, Okla.
BURKHARDT, FRANCES
KTAT, Frederick, Okla.
BURNS, FREDDIE
WHBQ, Memphis, Tenn.

BURRELL, JOAN
WCDD, Carbondale, Pa.
BURTON, BOB
KCNV, San Marcos, Tex.
BURWELL, TED
WCCK, Dunn, N. C.
BURROUGHS, ERNESTINE
KTRE, Lufkin, Tex.
BYRD, VIRGINIA
WISH, Indianapolis, Ind.

— C —

CACERES, EMILIO
Spanish Varieties
KEYL, San Antonio, Tex.
CALABRESE, RAY
WLTR, Hazleton, Pa.
CAPPEL, DWIGHT
WWSW, Pittsburgh, Pa.
CARLE, FRANKIE
NBC, CBS, ABC
CARLISLE, PAUL
WAML, Laurel, Miss.
CARN, DERWOOD
WJLM, Lansing, Mich.
CARNAHAN, RUTH
KFH, Wichita, Kans.
CARON, EILEEN
WJOL, Joliet, Ill.
CARPENTER, ETHEL M.
WKBB, Dubuque, Iowa
CARPENTER, JIMMY
KFBI, Wichita, Kans.
CARROLL, GEORGE
KSOK, Arkansas City, Kan.
CARSON, M.
WOAP, Owosso, Mich.

CARTER, LOUISE W.
WFTM, Maysville, Ky.
CARTER, RAY
Mr. I. Magination
CBS-TV
CATON, EARL
WCAV, Norfolk, Va.
CAVENESE, WILLIAM
KSIX, Corpus Christi, Tex.
CHANDLER, DON
KVMV, Twin Falls, Ida.
CHASE, BRUCE
Bill Farrell Show
WENR-TV, Chicago, Ill.
CHATTERTON, FRANK
WSKI, Montpelier, Vt.
CHESKIN, DAVID
WGR, Buffalo, N. Y.
CHILDS, C. JACK
KGFF, Shawnee, Okla.
CHRISTENSEN, FRED
WMPB, Memphis, Tenn.
CHRISTIAN, CHARLES
KTOP, Topeka, Kans.
CITTY, JIM
KTFS, Texarkana, Tex.
CLARK, ALLAN
WKY, Oklahoma City, Okla.
CLEVA, FAUSTO
Metropolitan Auditions of the
Air (AM), ABC
CLEVELAND, ROBERT
WSON, Henderson, Ky.
CLIFFORD, BILL
KRAM, Las Vegas, Nev.
CLIFTON, CHARLES
KRRD, Los Angeles, Cal.
CLITES, MINOR
KRES, St. Joseph, Mo.

ARCHIE BLEYER



... Orchestra Leaders-Conductors-Organists—Radio-TV ...

COFFEY, RICHARD
RBOX Omaha Neb
COGGESHALL, A. O.
WGY Schenectady N Y
COLE, RUSS
KIDJ Boulder Col
COLEMAN, CHARLES
WORA Charleston W Va
COLLINS, JERRY
WNOX Knoxville Tenn
COLTER, BERT
WAFB Manchester N H
COLWELL, VIRGINIA
WJDS Jacksonville Ill
COMISKEY, LILLIE MAE
KWPT Wichita Falls Texas
CONTL, TONY
WLEJ Erie Pa
CONRAD, CHRIS
WAGC Chattanooga Tenn
COON, AL
KOLQ Reno Nev
COOPER, LOIS
WKYB Paducah Ky
CORNWALL, ARTHUR
WCCD Chester S C
CORRIGAN, KATHIE
KFFA Helena Ark
CORWIN, RAYMOND H.
WHRP Illinois N Y
COTE, BERT
WLM Lewisville Auburn Me
COVINGTON, FRED
WFRD Reidsville N C
COVINGTON, J. R., JR.
KNEZ Houston Tex
CRANER, HAROLD
WHPD High Point N C
CRISWELL, HARRY
WCHA Chambersburg Pa

CROUCH, EDNA LER
WIBB Kansas City Mo
CULLOM, NANCY
WBRB Baton Rouge La
CUNNINGHAM, BILL
WLEA Hornell N Y
CURTISS, LILLIAN
WVVC Alma Mich

— D —

DAHL, JOE
WJME Marquette Mich
DAIGLE, ROLAND
WAFB Baton Rouge La
D'ANNA, VICTOR
WBRB Buffalo N Y
DANTIN, PAUL
WCFJ Columbia Miss
D'ARMOND, FRANK
WPTB Albany N Y
D'ARTEGY
STW Four
WARD IV
DAUGHTERY, STAN
KMOX St Louis Mo
DAVIDSON, JACK
ROME Test Orl
DAVIS, GEORGE JR.
WVRL Columbus Ga
DAVIS, MARK
KFRD Roscoe Tex
DAVIS, OVIDE
KCHL Houma La
DEYTON, BILL
KVRK Asheville N C
DeCARO, AL
WKNB New Britain Conn

De MARTINEZ, BLANCA
LU SA
WORA Mayaguez P R
DENNY, FRANCES
WAFB Winston Salem N C
DREMER, LIONEL H.
WBOB Bay City Mich
DERMA, ALEX
KREO Indio Cal

DeVOL, FRANK

3rd year on the Procter & Gamble Tide Show, KTLA (Band Stand Review for Acme Beer), Musical Director of Capitol Transcriptions.

DeV, DIK
WVA New York N Y

DITMARS, IVAN

B Apt 12, 1907, Olympia, Wash, Live Like a Millionaire, NBC-AM, CBS-TV, Your Pet Parade, ABC TV, Escape, CBS.

DIXON, ROY
KTRM Beaumont Tex
DORF, DOROTHY
WTOI Toledo Ohio
DRAKE, JOHN
WNR New Haven Conn
DUKE, JERRY
KIDD Dallas Tex
DUNKEBERGER, TOM
The Song Shop
WHD Dayton O
DUNN, BILL
WKBN Youngstown Ohio
DUNNANT, ROBERT A
WMMW Athens AL
DUNNING, OWEN
KOIN Portland Ore

"You just must see the Freddy Martin Show. Treat yourself to a treat."

HERB STEIN,
Hollywood Reporter

"A smart sponsor should grab Freddy for television. His band is a complete entertainment unit by itself"

NICK KENNY,
N Y Mirror

"Tops In Town Freddy Martin's musical floor shows"

DOROTHY KILGALLEN



"Freddy Martin's 'Band of Tomorrow' is rated terrific"

WALTER WINCHELL

"This is a slick commercial crew band parlaying slick sponsorship with a flexible organization and a broad repertory"

HERM, Variety

"We didn't believe it until we saw it. Can't remember ever seeing a band perform production numbers so well. Television ought to grab this gang in a hurry"

SID WHITE,
Rodia Daily

FREDDY MARTIN

"BAND OF TOMORROW" 51.9 TELE-QUE

26 WEEKS IN SAN FRANCISCO AND LOS ANGELES

"... a noteworthy show. Locally the best yet."

DWIGHT NEWTON,
San Francisco Examiner

"ABA DABA HONEYMOON"
"BEAUTIFUL MADNESS"

RCA VICTOR
RECORDS

"... one of the most popular audience participating shows on the video lanes."

WALTER AMES,
Los Angeles Times

"NEVER BEEN KISSED"
"JO-ANN"

... **Orchestra Leaders-Conductors-Organists—Radio-TV** ...

DUSSAULT, STUART A.
WUSJ, Lockport, N. Y.
DZIAK, JOHN
KGVO, Missoula, Mont

— **E** —

EDELEN, ILVA
WBBZ, Ponea City, Okla.
EDGES, CLARENCE
WBAY, Green Bay, Wis.
EDWARDS, LLEW
WPPA, Pottsville, Pa.
EGOLF, GRACE CAMPBELL
WBCC, Bethesda, Md.
EIGHER, JIM
KEXO, Grand Junction, Col.
EILAND, TED
WSAZ, Huntington, W. Va.
ELKINS, OWEN
WJHM, Memphis, Tenn.
ELLIOTT, DEAN
KHUM, Eureka, Calif.
ELLIOT, FORREST
KELO, Sioux Falls, S. D.
ELLIS, HAP
KOLT, Scottsbluff, Neb.
ELLIS, S. BLAKE
WPOR, Portland, Me.
EMERSON, BYRON
WPRC, Lincoln, Ill.
EMMEL, JOHN
KWJJ, Portland, Ore.
EREDE, ALBERTO
Metropolitan Auditions of the
Air
ABC
ETTERS, CLARENCE
WBT, Charlotte, N. C.

EVANS, BARBARA
KTJS, Hobart, Okla.
EVANS, STEVE
KRUL, Corvallis, Ore.
EVANS, WILLIAM
KICA, Clovis, N. M.
EXUM, LORETTA
WDAK, Columbus, Ga.

— **F** —

FALLON, TOM
WDYK, Cumberland, Md.
FARBER, BURT
Morning Matinee
WLWT, Cincinnati, O.
FAZZIN, MILDRED
WAKR, Akron, Ohio
FEDUCIA, LAWRENCE
WCLD, Cleveland, Miss.
FEINBERG, RICHARD
WSBC, Chicago, Ill.
FERRO, SAMMY
WTTG, Washington, D. C.
FESSLER, JEAN
WTAD, Quincy, Ill.
FIELDS, ERIC
WVDR, Syracuse, N. Y.
FITZGERALD, ROBERT
WOSC, Fulton, N. Y.
FLATH, P. HANS
KFRM, KMBC, Kansas City,
Mo.
FLEISCHER, WALTER
Ship Aboy
WCBS-TV
FLEISCHMAN, MARGARET
WSPB, Sarasota, Fla.
FORD, CHUCK
WCCP, Savannah, Ga.

FOX, BILL
KSTA, Coleman, Tex.
FRANKLIN, JEAN
KATL, Houston, Tex.
FRAUL, CLAUDE
WINN, Louisville, Ky.
FRAZIER, HAL
WSTP, Salisbury, N. C.
FREEMAN, TONY
KNBC, San Francisco, Cal.
FRIEND, GEORGE
WLAJ, Lakeland, Fla.
FRY, BETTY
WGPA, Bethlehem, Pa.
FRYDENLUND, MERA BALLS
KDHL, Paribault, Minn.
FRYE, J. ALLEN
KBKI, Alice, Tex.
FUNNELL, BOB
KSPA, Santa Paula, Cal.

— **G** —

GANUNG, MARILYN
WNDD, Daytona Beach, Fla.
GANZ, GEORGE
KSDH, Boise, Ida.
GARLINGER, GEORGE
WPFB, Middletown, O.
GARR, BILL
KWKW, Pasadena, Cal.
GARRETT, ROGER
WBNS-TV, Columbus, O.
GART, JOHN
B. June 6, 1906, Poland; Speidel
Show, WNBT; Robert Mont-
gomery Show, WNBT; Somerset
Maugham Theater, CBS - TV;
Casey, Crime Photographer, CBS;



WAYNE KING

"The Waltz King"

"The Wayne King Show"

NBC Television



JESSIE BRADLEY

MUSICAL DIRECTOR

OF

The OSCAR BRADLEY Orchestra

"WE THE PEOPLE"—AM-TV-NBC

"VAN CAMPS-LITTLE SHOW"—TV-NBC

VICTOR YOUNG

LYN MURRAY

Composing and Conducting

Hallmark Playhouse
CBS

Thursday 9:30 EST
6:30 PST

For United Artists Release:
Sam Spiegel's
"THE PROWLER"

Exclusively on Coral Records

Management
Wm. MORRIS



ROSA RIO

SChuyler 4-5700

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

— H —

Big Town, NBC; Stage Door, CBS-TV.
GAY, DOROTHY
 WCHS, Charleston, W Va
GEER, SANDY
 WALT, Tampa, Fla
GEL, JOHN
 WCVS, Springfield, Ill.
GEYER, WILLIAM
 WFDF, Flint, Mich
GIERSDORF, H. W.
 KRLL, Dallas, Tex.
GIERSDORF, RIP
 KRLL-TV, Dallas, Tex
GILBERT, JACK
 WTOM, Bloomington, Ind.
GILRONAN, ANN
 KVAN, Vancouver, Wash.
GINN, EDITH
 WSUN, St. Petersburg, Fla.
GITZ, JEAN
 KRDO, Colorado Springs, Col.
GLUSKIN, LUD
 Alan Young Show CBS-TV, George Burns and Gracie Allen Show, CBS-TV; also KNX
GOLDBERG, LOUIS
 WCOP, Boston, Mass.
GOLDEN, CLIFF
 WAOV, Vincennes, Ind.
GOSSETT, NELLE
 WPDQ, Jacksonville, Fla
GOTCH, ROBERT
 KXOX, St. Louis, Mo.
GOVIN, VI
 WJPG, Green Bay, Wis
GOW, ART
 KLZ, Denver, Col
GRAB, HENRY G.
 WGIV, Charlotte, N. C.

GRADY, DON
 WHEB, Portsmouth, N. H
GRAHAM, ANN
 WKAI, Macomb, Ill
GRAHAM, JAMES E.
 WWGS, Tifton, Ga.
GRASSO, FRANK
 WFLA, Tampa, Fla.
GRAVES, HAROLD E.
 WENE, Binghamton-Endicott, N. Y.
GRAY, JERRY
 Club 15
 CBS
GREAR, JOE
 KSTT, Davenport, Iowa
GREEN, BERNARD
 Pat Man, Paul Whiteman Presents (AM), Holiday Hotel, Pulitzer Prize Playhouse, Wonderful Guy (TV)
 ABC
GREEN, DAVE
 KXLL, Missoula, Mont.
GRIEB, HERBERT
 WBRC-TV, Birmingham, Ala.
GRIEB, SID
 WCBC, Anderson, Ind.
GROGAN, HAROLD
 WIL, St. Louis, Mo
GROSS, ALBERT
 WKMH, Dearborn-Detroit, Mich.
GROVE, BARBARA
 Ralston, Edith
 WVAM, Altoona, Pa.
GROW, LOU DEAN
 KLX, Oakland, Cal.
GUERIN, LENABELLE
 WSRB, Cleveland, Ohio

HACKETT, RAYMOND
 KCBS, San Francisco, Cal.
HAINS, FRANK, JR.
 WPAR, Parkersburg, W. Va.
HESSLER, ROY
 WDUZ, Green Bay, Wis.
HESTWOOD, ARTHUR
 Lauthon Musicale
 KOTV, Tulsa, Okla
HAIRSTON, CATHERINE
 WJMR-WRCM (FM), New Orleans, La.
HALLOCK, TED
 KPOJ, Portland, Ore.
HAMMETT, GENE
 Vaughn Monroe Show
 CBS-TV
HANES, MARLIN
 KEPO, El Paso, Tex.
HARDMAN, GLEN
 KTUL, Tulsa, Okla.
HARPER, MARILYN
 WHKK, Akron, Ohio
HANNA, BOYCE
 WLTC, Gastonia, N. C
HANSEN, EARLE BARR
 WIOD, Miami, Fla.
HARRILL, NELSON J.
 WGWR, Asheboro, N. C
HARRIS, JACK
 KGOU, Bismark-Mandan, N. D.
HARRIS, THOMAS W.
 WHUB, Cookeville, Tenn.
HARRISON, HERBERT
 KFBK, Sacramento, Calif.
HARRISON, JACK
 WGRD, Grand Rapids, Mich.



HENRY SYLVERN



HANK SYLVERN
 THEY MAKE MUSIC

RAY BLOCH

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

HARRISON, JOHN G.
WEXL, Roy d Oaks, Mich

HARTIGAN, RICHARD
WKOW, Albany, N. Y.

HARTLEY, JAMES A.
WGGG, Gainesville, Fla.

HARVEY, MARY
WGEV, Quincy, Ill.

HATHAWAY, LEN
WROP, Binghamton, N. Y.

HATCH, WILBUR
Years Truly Johnny Duffin
Our Miss Brooks, CBS

HAYEMAN, TOM
KYOS, Bellinzham, Wash.

HAWKINS, ROBERT
KWJB, Globe, Ariz.

HAYS, REX
WNAX, Vankton, S. D.

HELGESEN, BOB
KSOO, Sioux Falls, S. D.

HELGESEN, RAY
KSN, Bisbee, Ariz.

HEMPHILL, KATE
Sparkles, Janice, V.
WFOU, Philadelphia, Miss.

HENDERSON, MAX
WTAC, Flint, Mich.

HENDRICKS, RICK
KAWT, Douglas, Ariz.

HENKE, CARL
WCMR, Lemoyne, Pa.

HENLEY, HAROLD H.
WOPF, Bristol, Tenn.

HENNABERRY, ROBERT
WBEU, Philadelphia, Miss.

HENRY, JERRELL
WHIT, New Bern, N. C.

HENTON, ETHEL
WNBF, Binghamton, N. Y.

HERIOT, HARRIET
WJAR, Savannah, Ga.

GERMANN, RALPH
WMAW, Milwaukee, Wis.

HERRON, ELSOR
KFLN, Denver, Col.

HERRON, JOEL
WMAI, New York, N. Y.

HERSKY, BETTY
KCRQ, San Diego, Cal.

HIGGINS, BILL
KRD, Spencer, Iowa.

HILL, J.
KLIK, Twin Falls, Idaho.

HILLIARD, ANN
WACB, Kiltanning, Pa.

HILLMAN, ROE
KLMC, Hollywood, Calif.

HITZROT, HESTER
WCC, Bridgeport, Conn.

HINSON, GLENN
WJAG, Norfolk, Neb.

HOBBS, CHARLES
KWBC, Ft. Worth, Tex.

HOGAN, HARLAN
WSPR, South Bend, Ind.

HOHENSEE, A. O.
KMED, Medford, Ore.

HOLBROOK, CLAUDE
KCOG, Centerville, Iowa.

HOLLEY, MARILEAN
WKID, Urbana, Ill.

HOLOP, ARNOLD
Atm Dale Show
WARD TV

HOOPS, JOHN
WTNS, Coshocton, Ohio.

HORSLEY, ROBERT
WMC, Memphis, Tenn.

HOUSER, ANN
WRUN, Union, N. Y.

HUBER, FRANK
WNNY, Schenectady, N. Y.

HUDDLESTON, DEE
WKCT, Bowling Green, Ky.

HUDSON, GERNELL
WNNY, Mountaintop, N. C.

HUFMAN, GLENDA
KICK, Odessa, Texas.

HUGHES, BETTY
KSMI, Scimitole, Okla.

HUGHES, JAMES L.
KSKY, Dallas, Tex.

HURST, WILSON
KTHS, Hot Springs, Ark.

HYDE, WILLIAM, JR.
WLAG, Lagrange, Ga.

IVALE, ROBERT
WRYA, Lewisport, Pa.

— I —

IGO, JOE
WLPD, Kenosha, Wis.

ILJENFELD, WARREN EDWARD
WNR, Butler, Pa.

IRKKE, ELMER
WMPD, Milwaukee, Wis.

IMBROGLIO, JOSEPH
WFER, Baltimore, Md.

— J —

JACKS, JORDAN
KCRG, Cedar Rapids, Iowa.

JACKSON, GUSTAVE
WFB, Duluth, Minn.

Jack Miller

KATE SMITH—TV-NBC

ALDRICH FAMILY—Radio-NBC



**HENRY
HOT-LIPS**

*(Chamber Music Society of
Louis Basin Street)*

LEVINE

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

JAMES, JIMMIE
Melody Showcase
WLW-T, Cincinnati, O.

JAMES, ROBERT A.
WMAN, Mansfield, Ohio

JARVIS, RONNIE
Midnight Inn
WICU, Erie, Pa.

JENKINS, EARL
WZIP, Covington, Ky.

JENKINS, ED
WFOB, Hattiesburg, Miss.

JENSEN, BYRON
KOVO, Provo, Utah

JENSEN, F. J.
KXRN, Renton, Wash.

JEROME, JERRY
WPIX, New York, N. Y.

JOHNSON, LAURA
WJMS, Ironwood, Mich.

JOHNSON, LOIS
KXRO, Aberdeen, Wash.

JOHNSON, RICHARD H.
WSVA, Harrisonburg, Va.

JOHNSTEN, EDDIE
WTRF, Bellaire, Ohio

JOHNSTON, PAUL
KGEZ, Kallispell, Mont.

JOHNSTON, DOC
WBIR, Knoxville, Tenn.

JOHNSTON, FRANCES
KCOLO, Leavenworth, Kan.

JOHNSTON, HUGH
WKST, New Castle, Pa.

JONES, BOB
KYUM, Yuma, Ariz.

JONES, JACK W.
WHOP, Hopkinsville, Ky.

JONES, R. L.
WMIE, Miami, Fla.

JONES, R. S.
KCMO, Kansas City, Mo.

JONES, GRACE
KABC, San Antonio, Tex.

JOSLIN, GENE
KJCK, Junction City, Kans.

— K —

KALER, RANDALL
WFAS, White Plains, N. Y.

KAUFMAN, ARNOLD
WMBM, Miami Beach, Fla.

KEITH, JANE
KALB, Alexandria, La.

KELLER, EARLE
Two Pianos
WAVE, WAVE-TV, Louisville, Ky.

KELOGG, J. H.
WMBG, Richmond, Va.

KELUM, SHELTON
WJNC, Jacksonville, N. C.

KELLY, JACK
WCFL, Chicago, Ill.

KELTON, LEE
WJAS, Pittsburgh, Pa.

KERI, ANITA
WMAK, Nashville, Tenn.

KEUR, CORNELIUS
KULA, Honolulu, T. H.

KEYSER, WARREN
WILM, Wilmington, Del.

KILEY, JOHN
WMEX, Boston, Mass.

KIMBLE, WALTER
WDBO, Orlando, Fla.

KINDER, ROD
WCOV, Montgomery, Ala.

KING, PEE WEE
WAVE, Louisville, Ky.; RCA-Victor Recording Star.

KING, WAYNE
The Wayne King Show, NBC-TV.

KIPEN, MAURICE
WTMJ, WTMJ-TV, Milwaukee, Wis.

KIRBY, GEORGE
WLCN, Blytheville, Ark.

KIRK, RED
WIMA, Lima, Ohio

KIRSTIN, GEORGE
WJRI, Lenoir, N. C.

KITCHEN, BETTY
WMON, Montgomery, W. Va.

KNAPP, CLINTON W.
KWOA, Worthington, Minn.

KNAUER, GORDEN K.
KROX, Crookston, Minn.

KNICK, WALTER
WBNS-TV, Columbus, O.

KNOTT, AL
WKRK, Columbia, Tenn.

KNUTSON, ULAMAE
WDLB, Marshfield, Wis.

KREBS, ELMER
WISN, Milwaukee, Wis.

KRIEGER, EDWARD L.
WSOO, Sault Ste. Marie, Mich.

— L —

LaMAR, OLSON
KBMW, Breckenridge, Minn.

LAMBERT, M. D.
KIMA, Yakima, Wash.

LAMBERT, NORMAN
WLBZ, Bangor, Me.



HARRY SALTER

"STOP THE MUSIC"—ABC

**EARL
SHELDON**

CONDUCTOR — ARRANGER

**MUZAK
ASSOCIATED TRANSCRIPTIONS**

Now Directing:

ILKA CHASE "FASHION MAGIC"

TV SHOW — C.B.S.

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

LANE, LORNA
WROK Rockford Ill

LARSON, CARL
WBWV Youngstown O

LADEMANN, PETE
WDSU WDSU-TV Louisville Ky

LA VOIE, PAUL
WDR Detroit Mich

LEE, DON
WJHL Niagara Falls N Y

LEE, HARRY
WBAB Atlantic City N J

LEE, HARRY
WORA Corning N Y

LEE, MEL
KTTR Rohna Mo

LEE, ORA MAE
KNBB Russellville Ark

LEGGIE, BONNIE
WLOE Orlando Fla

LEIGHTON, BERNIE
Robert Q's Matinee
CBS-TV

LEURIG, HARRISON
WLEO La Salle Ill

LEVERETTE, LULA MAE
WVOP Wichita Kas

LEVEY, HVL
Theater of Today
CBS

LEVIN, SYLVAN
WOR WOR-TV New York N Y

LEVINE, HENRY
Strictly from Dixie, ABC

LEWIS, ADRIENNE
KMO Tacoma Wash

LINDLEY, MERRILL
KODI Cody Wyo

LINHART, FRANK
WHFC Cicero Ill

LITTLE, LEON
KOSD Osceola Ark

LLOYD, NORMAN
Pittsburg Horseshoes Billy
Rosey TV ABC

LOCKWOOD, JEE
WBFB Benton Harbor Mich

LOESCH, RITA
WLRP New Albany Ind

LOMBARDO, GUY
B June 16, 1902, Canada, Guy
Lombardo Show, F W Ziv Syn-
dicated, Lombardoland, USA,
MBS, Lucky Strike, CBS, many
guest appearances, top radio-TV
guest shots

LOREN, WILLIAM H.
WAAA Lynchburg Va

LOUISELL, MARION PAYNE
WFOE Lewiston Me

LOWERY, BARBARA
KWTX Waco Tex

LUDLOW, BEN
B Ardmore, Pa., Ford Theater,
CBS-TV, Magnavox Theater, CBS-
TV, Hit The Jackpot, CBS, Mr
Feathers, MBS, Philadelphia Or-
chestra, 'Christmas Overture',
Theaurus Transcriptions

LUND, GEORGE
WDMG Douglas Ga

LAMAN, PETER
KAAA Red Wing Minn

LAMAN, VIRGINIA
WEOL Lorain Elyria Ohio

— M —

MACKAY, J. WRIGHT
WRAC Williamsport Pa

MADDEN, SAMMY
WFOV Milwaukee Wis

MAGERA, GEORGE
WJAY Mullins S C

MALOTTE, STANLEIGH
WAFM-TV Birmingham Ala

MARTEL, RUDI
KPDN Pampa Tex

MARTIN, FRANK
WITZ Jasper Huntingburg
Ind

MARTIN, FREDDY
B Dec. 6, 1909, Cleveland, Ohio,
Band of Tomorrow, Showtime
from Hollywood, F. W. Ziv ET,
many guest appearances, top
radio-TV guest shots

MARTIN, GEORGE
WJHI Terre Haute Ind

MARTIN, LUCILLE
WJEL Springfield Ohio

MASTERS, DOROTHY
WVEB Allentown Pa

MASTREN, CARMEN
Star of the Family Refresh-
ment Time
CBS-TV

MAYO, BILLA
Early Birds Night Out
WFAA-TV Dallas
Tex

MCBRIDE, LESTER
KGLD Safford Ariz



PAUL TAUBMAN

ORGANIST

PIANIST

CONDUCTOR

RADIO

TELEVISION

RCA-Victor Recording Artist



CHARLES PAUL

Conductor - Composer

"Mr. & Mrs. North"

CBS

Martin Kane Private Eye

NBT

Mr. District Attorney

NBC

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

McCLURE, GENE
Musical Moods
WBKB, Chicago, Ill.

McCORMICK, MACK
KXYZ, Houston, Texas

McCUNE, DON
KFAR, Fairbanks, Alaska

McGUTCHEON, KEN
WIKY, Evansville, Ind.

McDONALD, LOUISE
WRFD, Worthington, N. Y.

McFARLAND, MARIETTA
WGBR, Goldsboro, N. C.

McGAY, WARREN
KNEB, Scottsbluff, Neb.

McGILL, MILDRED
WMIX, Mt. Vernon, Ill.

McGRATH, PEG
KOWH, Omaha, Neb.

McKINNEY, ALENE
KFAB, Omaha, Neb.

McKINNON, BOB
WRFS, Alexander City

McLEAN, RUSTY
WFEB, Sylacauga, Ala.

McMILLAN, CHARLES
WPLI, Jackson, Tenn.

McNEIL, IDA A.
KGFX, Pierre, S. D.

MEAKIN, JACK
Hollywood Studio Party
KTTV, Los Angeles, Calif.

MEDINA, JOSE
KIST, Santa Barbara, Cal.

MEINERT, MARJORIE
Musical Moods
WOC-TV, Davenport, Ia.

MELANSON, PAUL
WJSW, Altoona, Pa.

MELNICK, K.
WLOA, Braddock, Pa.

MENDELSON, FRED
WBNX, N. Y.

MERRICK, MARLON
Jack Benny Program
CBS-TV

MESERVY, NORMAN
WOLF, Syracuse, N. Y.

METCHNEK, WILLIAM
WTCN, Minneapolis, Minn.

MEYERS, BILL
KTMC, McAlester, Okla.

MILLER, ARCHIE
WATV, Newark, N. J.

MILLER, CLIFF
KBUC, Corona, Cal.

MILLER, EUGENE
KELA, Centralia-Chehalis,
Wash.

MILLER, FRIEDA
WTOD, Toledo, Ohio

MILLER, HARRISON
KIT, Yakima, Wash.

MILLER, JACK
B. Sept. 4, 1895, Boston, Mass.;
Kate Smith, NBC-TV; Aldrich
Family, NBC; Jack Lait Con-
fidential, NBC

MILLER, MACON P.
WSSB, Durham, N. C.

MILLER, PAT
WJEJ, Hagerstown, Md.

MILLER, W. H., JR.
WGYV, Greenville, Ala.

MILLS, FELIX
Meet Corliss Archer
CBS

MILLS, JACK
KSIB, Creston, Iowa

MILSOP, JOSEPH
WCPA, Clearfield, Pa.

MITCHELL, BOB
KFI, Los Angeles, Cal.

MONTGOMERY, ROBERT
WEAU, Eau Claire, Wis.

MOONEY, FRANCIS
WEGO, Concord, N. C.

MOORE, A. RAYMOND
WHUM, Reading, Pa.

MOORE, JACK
KAKC, Tulsa, Okla.

MOREAU, AL
WDEH, Bradenton, Fla.

MORGAN, WAYNE
WMFR, High Point, N. C.

MORRIS, FRANK
WJAX, Jacksonville, Fla.

MOSKAU, PAUL
KFEQ, St. Joseph, Mo.

MOYLE, WILL
WWPA, Williamsport, Pa.

MUNN, MILT
Stump The Expert
WICU, Erie, Pa.

MURRAY, J. BRUCE
KWHK, Hutchinson, Kan.

MURRAY, JOHNNY
KLIF, Dallas, Tex.

MURRAY, LYNN
B. Dec. 6, 1909, London, England;
Ford Theater, Hallmark Play-
house, CBS

— N —

NASH, BARNES
WHIS, Bluefield, W. Va.

FRANK DeVOL

CONDUCTOR - ARRANGER - COMEDIAN

•
3rd YEAR

ON THE PROCTER & GAMBLE
TIDE SHOW

•
CAPITOL RECORDINGS

•
KTLA (Band Stand Review)
for
ACME BEER

Agency
MCA

Publicity
BOB WEISS



BEN LUDLOW

MUSIC

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

NEAL, PAUL
WBNS Columbus Ohio

NELSON, WILLIAM
WTAX Springfield Ill

NELSON, BOB
WBRQ Augusta Ga

NESEBIL, MARGARET K.
WSH, Statesville N C

NESLER, FERRY
KOPO Tucson Ariz

NEUBERGER, STANLEY
WCLO Janesville Wis

NEWCOMB, GENEVIEVE
WPAX, Falls Church Va

NEWSOM, L. A.
KENO, Las Vegas Nev

NICHOLS, ED
WAEM TV Birmingham Ala

NICHOLS, HAL G.
KFOX, Long Beach Cal

NICHOLSON, BOBBY
One Chorus Only
WBEN TV, Buffalo N Y

NIDES, HARRY
WROL, Knoxville Tenn

NILES, V. OLIN
WHAZ, Troy N Y

NISINGER, EVELYN
WDBJ, Roanoke Va

NOBLE, ED
Wishag Wild
KOTV, Tulsa Okla

NOBLE, RAY
Edgar Bergen Group M
Carthy Show
CBS CBS TV

NOBLE, ROGER
WSLI, Jackson Miss

NORMAN, RALPH
Casbook at Gregory Hood
Rogues Gallery Paul White
man Presents Crossroads
CAMO Pulitzer Prize Play
house TV, ABC

NORRIS, JULIA
WNMP, Evanston Ill

NORTH, ALEX
Pitching Horseshoes Chilly
Rose TV ABC



O'BRIEN, LEE (MRS.)
KUP, Birmingham Cal

O'HARA, JANE
WQAN, Scranton Pa

OLSON, HERBERT
KNIC, Iowa City, Iowa

OLSON, WALLACE
WCCO, Minneapolis Minn

O'NEILL, JOE
KVOO, Tulsa Okla

OPPEL, JERRY
KOGT, Orange Tex

OSBORNE, HAROLD
WMBD, Peoria Ill

OSSER, ABE (GLENN)
Paul Whiteman Presents Sat
uday Strugs — AM Paul
Whiteman Goodyear Pulitzer
Prize Playhouse Blue Date
TV ABC

OVERSTREET, MAVIS
WSLS, Roanoke, Va

OWEN, HARRIS
KLRN, Little Rock Ark



PADGETT, MATTIE I.
WIRC, Hickory N C

PAGE, DOROTHY E.
WPAY, Portsmouth Ohio

PALMER, GEORGE
Twilight Time
WNJC TV, New Haven Conn

PAQUETTE, ARTHUR
WFEL, Providence R I

PARRA, DAVE
WLAJ, Lexington Ky

PATRICK, PAT
KOSD, San Diego Calif

PAUL, CHARLES

B New York, N. Y., Mr. & Mrs
North, CBS, Martin Kane, Pri-
vate Eye, WNBT, Mr District
Attorney, NBC

PAUL, STEPHEN
WLEE, Richmond Va

PEACOCK, MELVIN
WSAV, Savannah, Ga

PEEPLES, TRUDY
WWOL, Buffalo N Y

PENTZ, GORDON
WAVZ, New Haven Conn

PERKINS, JIMMIE
WBFB, Burlington N C

PETRILLO, CAESAR
WBBM, Chicago, Ill

PEEBER, GEORGE C.
WJTN, Jamestown N Y

PHILLIPS, GEORGE
WSSS, Crews Va

PHILLIPS, GREG
WJOL, Joliet Ill

"Mr. Tennessee Waltz"



PEE WEE KING

RCA-Victor Recording Star
Nation's No. 1 Western Band Leader
Composer of 1950 Hit Songs:
"Bonaparte's Retreat"
"Tennessee Waltz"

Vocals by Redd Stewart
Mgr.—J. L. FRANK—Louisville, Ky.—WAVE



CHARLES SANFORD

Musical Director

"Your Show of Shows"
"Bob Hope's TV Shows"

130 West 56th Street, N. Y. — Plaza 7-6536

... **Orchestra Leaders-Conductors-Organists—Radio-TV** ...

PICAZO, RACHEL
 WMTC, Van Cleve, Ky.
PICHE, MAURICE
 KYSM, Manikato, Minn.
PICKENS, CHARLES
 WBBC, Canton, Ohio
PILDNER, HENRY
 WGAR, Cleveland, Ohio
POINDEXTER, ELLA L.
 WELF, South Boston, Va.
POND, BURKE
 WWDC, Washington, D. C.
PORTER, BOB
 KHUZ, Borger, Tex.
POTT, WILLARD
 WHK, Cleveland, Ohio
POTTEL, CLIFFORDEAN
 WOMI, Owensboro, Ky.
POWER, BARBARA
 WPIK, Alexandria, Va.
PRENTICE, CHAS. D.
 WHAI, Greenfield, Mass.
PRESS, JACQUES
 Nash Airflyte Theatre
 CBS-TV
PRESTON, LEW
 KWOE, Clinton, Okla.
PRICE, SAM
 KUBC, Montrose, Col.
PRYER, CHARLENE
 KENT, Shreveport, La.
PUTER, JACK
 KFXJ, Grand Junction, Col.

RANDALL, GORDIE
 TV Showcase
 WRGB, Schenectady, N. Y.
RANDALL, HELEN
 WTJH, East Point, Ga.
RAUDENBUSH, GEORGE
 WHGB, Harrisburg, Pa.
RAUSCH, ESTHER
 WMT, Cedar Rapids, Iowa
RAUSCHER, JOAN
 WRNY, Rochester, N. Y.
RECORE, ARVIE
 Dollar Derby
 WLW-D, Dayton, O.
RECTOR, BOB
 KSTL, St. Louis, Missouri
REED, JAMES
 WAPX, Montgomery, Ala.
REEDER, CHARLES G.
 WING, Dayton, Ohio
REIDY, ROBERT
 KGFV, Kearney, Neb.
RENNEK, DUANE
 KWOA, Worthington, Minn.
REPINE, BURT T.
 WRVA, Richmond, Va.
RESLEY, WILMETTA JEAN
 WGRO, Bay City, Mich.
REYNOLDS, CLARENCE
 KOMA, Oklahoma City, Okla.
REYNOLDS, RALPH
 WOKZ, Alton, Ill.
RICE, NAOMI
 WEBQ, Harrisburg, Ill.
RICHARDS, ERNIE
 WMMT, McMinnville, Tenn.
RICHARDS, HORACE
 WPAM, Pottsville, Pa.

RICHARDS, RONALD W.
 WFMJ, Youngstown, Ohio
RICHARDSON, EDNA E.
 WTMA, Charleston, S. C.
RICHARDSON, MARY HESTER
 WBML, Macon, Ga.
RICHEY, DONN V.
 WBFB, Rock Island, Ill.
RICKEY, AL
 Mr. Keen—8th Year; Kiddieland
 Records; Decca Records.
RIDNER, LLOYD
 KGAF, Gainesville, Tex.
RINEHART, J. ALAN
 KCOK, Tulare, Cal.
RIO, ROSA
 My True Story, ABC; Ted Ma-
 lone, ABC; Peace of Mind, ABC;
 Hannibal Cobb, ABC; Front Page
 Farrell, NBC; also Commercial
 Films for RCA
ROBB, BILL
 KEYL, San Antonio, Tex.
ROBERTS, DON
 WKNE, Keene, N. H.
ROBERTS, FRAN
 WIRY, Plattsburg, N. Y.
ROBINSON, JAMES
 KSBW, Salinas, Cal.
RODDIGER, HENRY
 WWCA, Gary, Ind.
RODGERS, MONICA
 KTRC, Santa Fe, N. M.
ROEDEK, DOROTHY
 WJPS, Evansville, Ind.
ROGERS, DAVID
 WHSC, Hartsville, S. C.
ROGERS, EDDY
 KOA, Denver, Col.

— R —

RAFFERTY, CARL
 KJSK, Columbus, Neb.
RAMIREZ, JOSE RAUL
 WIAC, San Juan, P. R.

MURRAY ROSS

MUSICAL DIRECTOR - ORGANIST

SUPERMAN
 ABC

REMEMBER THIS DATE
 WNBT

COLGATE-PALMOLIVE SHOW
 NBC

STAGE DOOR
 CBS-TV

CELEBRITY TIME
 ABC-TV

HOLLIS 8-4901

AL RICKEY

CONDUCTOR - COMPOSER

Currently

MR. KEEN — 8th Year

KIDDIE LAND RECORDS

DECCA RECORDS

Formerly Musical Director
 for

HAMMERSTEIN MUSIC HALL
MANHATTAN MERRY-GO-
ROUND — WALTZ TIME

Personal Management:

JOHN J. O'CONNOR
 1697 Broadway, N. Y. C.
 Cl. 5-4920

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

ROLIH, JOHN J.
KUBA, Yuba City, Cal.
RONALD, STAN
WLPN, Suffolk, Va.
RONGO, BARBARA
RTBC, Austin, Tex.
ROONEY, AERN
WLGL, Minneapolis, Minn.
ROSCO, MICHAEL
WHOM, New York, N. Y.
ROSE, DAVID
Red Skelton Show
CBS

ROSS, MURRAY
Superman, ABC; Remember This
Date, WNBT; Colgate Palmolive,
NBC; Celebrity Time, ABC-TV;
Stage Door, CBS-TV

ROSS, ROY
WNEW, New York, N. Y.
ROUNTREE, RUSSELL
KCOL, Ft. Collins, Col.
ROY, EL
WOMT, Manitowish, Wis.
RUCKER, STAN
WOW-TV, Omaha, Neb.
RUDOLPH, JOSEPH
WATF, Chicago, Ill.
RUPP, ESSIE
WCKY, Cincinnati, Ohio
RUSH, BOB
WJLS, Berkeley, W. Va.
RUSSELL, BETTIE
WSPC, Anniston, Ala.
RVDBERG, HAL
KRH, Beaumont, Tex.
RYKEN, JOHN
KLAS, Las Vegas, Nev.

— S —

SABRY, CLIFF
KFAM and KM, St. Cloud,
Minn.
SALTER, HARRY
Stop the Music, ABC, ABC-TV
SANDERS, BONNIE
WAFB, McComb, Miss.
SANFORD, CHARLES
Show of Shows, NBC-TV; Bob
Hope Show, NBC-TV

SANTIAGO, FELIX
WAPA, San Juan, P. R.
SARGENT, MICHAEL
WBTV, Bedford, Ind.
SASLAVSKY, NICHOLAS
WEVD, New York, N. Y.
SAVITT, LOUIS
WBRE, Wilkes-Barre, Pa.
SAARBO, MILTON D.
WBCT, Union, S. C.

SCHMALEZ, R. A.
WGBF, Evansville, Ind.
SCHMIDT, PAUL
KPRC, Houston, Tex.
SCHNECK, W. LEROY
WNAE, Warren, Pa.
SCHORV, RICHARD
KASI, Ames, Iowa
SCHRAGER, RUDY
Lux Radio Theater
CBS

SCOTT, GLENN R.
KWOC, Poplar Bluff, Mo.
SCOTT, WAYNE
WREL, Lexington, Va.

SEAMAN, GORDON
WOKO, Albany, N. Y.
SEARS, JERRY
Robbins Nest—TV
ABC
SEIGHTMAN, MORRIS
WONS, Hartford, Conn.
SEJINSKY, VLADIMIR
Lux Video Theater
CBS-TV
SHARPE, H. H., HIRD
WTRY, Troy, N. Y.
SHANICE, GOLDA
WMBH, Joplin, Mo.
SHAW, CLIFFORD
Songs to Remember
WAWE-TV, Louisville, Ky.

SHELDON, EARL
B. Jan. 1, 1915, New York; Musi-
cal Director Gulfstream ET,
Pinault's Musical Bouquet, WJZ,
Jack Smith Show, CBS; Drone
Shampoo, NBC, Bendit ET; Capri-
tol & London Records; Muzak &
Associated ET's; Ilka Chose
'Fashion Magic,' CBS-TV

SHELLEY, RAYMOND
KANS, Wichita, Kans.
SHERRELL, CHARLES
Charlie Wild, Private Detective
CBS
SHOOP, DAVID
WHP, Harrisburg, Pa.
SIMS, WAYNE
WMSL, Decatur, Ala.
SIMMONS, ANETT
Bessemer World, Ala.
SLACK, DR. PETER
KGER, Long Beach, Cal.

SLATER, M. R.
WYAX, Burlington, Vt.
SMITH, CLAYTON
WAGM, Presque Isle, Me.
SMITH, FRANK
KOL, Seattle, Wash.
SMITH, FRED W.
KALB, Pasadena, Cal.
SMITH, HOWARD
Garry Moore Show
CBS-TV
SNITGER, BILL
WJHL, Johnson City, Tenn.
SONTAG, GEORGE
Songs With Souling
WOL, WOL-TV, Newport, R. I.

SPEAR, ALICE
WBOB, Galax, Va.
SPEER, SAMMY
Cavalade of Stars, Cavadeade
of Bands
WBD-TV
SPENCER, HARRY W.
WBTV, Danville, Va.
SPIKER, JOANNE
WWSF, Wooster, O.
SPOTH, BORIS
WERE, Cleveland, O.
STADLER, RICHARD
WHRN, Marion, Ohio
STALLARD, BILL
WNSA, Norton, Va.

STANLEY, JAY
WATV, Newark, N. J.
STANLEY, LEONARD
WXYZ-TV, Detroit, Mich.

STANTON, MARIUVN
KGA, Spokane, Wash.
STAR, RAYMOND C.
KWWL, Waterloo, Iowa
STARWYCK, STEVE
KGRH, Fayetteville, Ark.
STASER, BILL
WYNE, Centerville, Ill.
STEIN, RALPH
WEW, St. Louis, Mo.
STEPHENS, DAVE
WCAH, WCACTV, Philadel-
phia, Pa.
STEPHENS, HAROLD
WDBA, Danville, Va.

STEPHENSON, PETE
KVEI, San Luis Obispo, Cal.
STEVENS, GENE
KTRB, Modesto, Calif.
STEVENS, LEN
WHPJ, Philadelphia, Pa.
STEWART, LOWELL
KSCUM, Fairmont, Minn.
STOKER, EDWIN
KUTA, Salt Lake City, Utah
STOLTZ, JEAN
WICA, Ashland, Ohio
STONE, CLIFF
KXLA, Pasadena, Cal.
STONE, RUTH
WIS, Columbus, S. C.
STONE, SUE
WGAA, Colartown, Ga.
STONER, PETER
WLCR, Torrington, Conn.

STOPAK, JOSEF
Let's Go To The Met (AM)
ABC
STORDAHL, ANEL
Frank Sinatra Show, CBS-TV
STUART, ROBERT
WNOF, Newport, Ky.
SUMMERS, BILL
WJBC, Muncie, Ind.
SUTER, ANNA RAE
WTFB, Baltimore, Md.
SWELLA, WALT
WQAM, Miami, Fla.
SWARTZ, HAL
WBYR-TV, Syracuse, N. Y.
SWENSON, MILDRED
KWAT, Watertown, S. D.
SYBLER, JEROME
KMPC, Los Angeles, Cal.

SYLVERN, HENRY
"HANK"
This Is Show Business, CBS-TV;
Sensesc, CBS-TV; Mark Trail,
WOR-Mutual; Man Against
Crime, CBS-TV; Puck Comic
Weekly, NBC-TV, By Popular
Demand, CBS-TV

— T —

TALASKE, VIRGINIA
WBAK, Rogers City, Mich.
TALLEY, RUTH
WMD, Atlantic City, N. J.
TAMBLYN, BOB
WCSO, Charleston, S. C.
TATE, MALCOLM
WFUN, Huntsville, Ala.

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

TAUBMAN, PAUL
B. Winnipeg, Manitoba, Canada.
Rosemary, CBS; Perry Mason,
CBS; True Detective Mysteries,
MBS; Benj. Moore Paint Show,
MBS; Penthouse Serenade, NBC;
Owner of Penthouse Club, 30
Central Pk. So., N. Y. C.

TEMPLETON, JOE
KWHN, Ft. Smith, Ark.

THEILAN, ANN
KELD, El Dorado, Ark.

THOMAS, RAY
WHAN, Charleston, S. C.

THOMPSON, ELAINE
KTRF, Thief River Falls,
Minn.

THOMPSON, JINX
Piano Patter Waamboree
WAAM-TV, Baltimore, Md.

THOMPSON, NOEL (BUD)
KFYO, Lubbock, Tex.

THUESON, DEAN
KLO, Ogden, Utah

THURLOW, DEAN
KJPM, Minot, N. D.

TIFFAULT, LEIGHTON
Music For You
WHEN, Syracuse, N. Y.

TIMM, CHARLES
WSIV, Pekin, Ill.

TINGLEY, IRVING
WBEL, Beloit, Wis.

TODD, LOIS
KFBU, Columbia, Mo.

TOMPKINS, LELA F.
KCLE, Cleburne, Tex.

TOPINKA, BOB
WJMC, Rice Lake, Wis.

TOWNE, GORDON
WORZ, Orlando, Fla.

TRENDLER, ROBERT
WGN-TV, Chicago, Ill.

TRIBLEY, MARION
WGTC, Greenville, N. C.

TRONER, ROBERT
WKBS, Oyster Bay, N. Y.

TROTTER, JOHN SCOTT
Bing Crosby Show, CBS

TSCHUMY, GEORGE
KTRK, Taft, Calif.

TUCKER, SUE
WKBV, Richmond, Ind.

TUOTI, FRANK
WPAT, Paterson, N. J.

TUTTLE, LEE
WILS, Lansing, Mich.

— U —

UNDERWOOD, CHARLES
WMBS, Uniontown, Pa.

UNDERWOOD, KAY
KMAC, San Antonio, Tex.

UTT, MARJORIE
KTBS, Shreveport, La.

— V —

VAGNONI, FRANK
WJZ-TV, New York, N. Y.

VALENTINE, RUSSELL D.
WQXR, New York, N. Y.

VAN CAMP, BOB
WSB, Atlanta, Ga.

VAN DRIEL, ROBERT
KGGM, Albuquerque, N. M.

VAN VELZER, DON KEITH
KUJ, Walla Walla, Wash.

VENTRELLA, LOUIS
KIDO, Boise, Ida.

VERNON, MAC
KVER, Albuquerque, N. M.

VIDACOVICH, IRVING
WWL, New Orleans, La.

VOLGER, THELMA
KWPC, Muscatine, Iowa

— W —

WALKER, EDWARD C.
WDAE, Tampa, Fla.

WALKER, FRANKY
WFOY, St. Augustine, Fla.

WARD, WM. CARROLL
WHBB, Selma, Ala.

WARING, FRED
Fred Waring Show, CBS-TV

WARMOTH, EDWARD
KELS, Kelso, Wash.

WARREN, JAY
KFDX, Wichita Falls, Texas

WARREN, WILLIAM
KTKT, Tucson, Ariz.

WASHBURN, COUNTRY
Curt Massey Time, CBS

WATKINS, RICHARD L., JR.
KSIM, Sikeston, Mo.

WAYNE, ROGER
WHLI, Hempstead, N. Y.

WEAR, JAMES V.
KPRS, Olathe, Kan.

WEATHERS, WILLIAM
WFGV, Fuquay Springs, N. C.

WEBER, HENRY
WGN, Chicago, Ill.

WEED HAROLD (BUDDY)
Trios, Jimmie Blaine Show,
Marry Go Round—AM; Pent-
house Party, Couple of Joes—
TV, ABC

WEILADT, ALLO
WFBG, Alhona, Pa.

WELLS, MORTON
WOW-TV, Omaha, Neb.

WENDLANDT, ELAINE
KVOR, Colorado Springs, Col.

WERNER, BARBARA
WRFW, Eau Claire, Wis.

WESLEY, OSGOOD
WLS, Chicago, Ill.

WEST, ALVY
Celebrity Time, CBS-TV

WESTCOTT, HARRY
WEEU, Reading, Penn.

WHEELER, NANCY
WPDX, Clarksburg, W. Va.

WHITE, BEVERLY
WISC, Madison, Wis.

WHITE, ELIZABETH MARY
WTOB, Winston-Salem, N. C.

WHITE, ORSON
WRJN, Racine, Wis.

WHITE, VIRGINIA
KMA, Shenandoah, Ia.

WHITEHEAD, FRANKLIN
KPLC, Lake Charles, La.

WHITEMAN, PAUL
Paul Whiteman Presents—
AM; Paul Whiteman Good-
year—TV, ABC

WHITING, LEONA B.
WBVP, Beaver Falls, Pa.

WILL, WAYNE
KLVY, Levelland, Tex.

WILEY, RALPH D.
KWGR, Cedar Rapids, Iowa

WILLIAMS, GENE
WSPD, Toledo, Ohio

WILLIAMS, SUE
KXEO, Mexico, Mo.

WILLSE, WILLIAM
WDEM, Providence, R. I.

WILSON, BRUCE E.
WWPF, Palatka, Fla.

WILSON, BURTON
WGOR, Lebanon, Tenn.

WACKS, LOU
WMCA, New York, N. Y.

WADDILL, HUGH
WFAA-TV, Dallas, Tex.

WILSON, GRANT
WXEL, Cleveland, O.

WILSON, KENNETH
WHDH, Boston, Mass.

WINTERS, MELVIN
WOAI, WOAI-TV, San An-
tonio, Tex.

WOLLSTONEHOLM, JUSTIN
WWXL, Peoria, Ill.

WOODS, ZELMA DEAN
KADA, Ada, Okla.

WRIGHT, BETTY
WJXN, Jackson, Miss.

WRIGHT, BETTY
WJXN, Jackson, Miss.

WRIGHT, RAY
KBUN, Bemidji, Minn.

— Y —

VANDON, DEL
KXLY, Spokane, Wash.

YATES, CHARLES
WRRF, Washington, N. C.

YAW, TED
KXL, Portland, Ore.

YEARSLEY, JULIE
KBRC, Mt. Vernon, Wash.

YOHE, CHARLES R.
WBOC, Salisbury, Md.

YOUNG, VICTOR
B. Aug. 8, 1900, Chicago, Ill.;
Carnation Contented Hour, KNX-
CBS; Musical Director of Para-
mount and other films

YOUNGBLOOD, JIM
WPAD, Paducah, Ky.

— Z —

ZACHER, EUGENE
WHAM, WHAM-TV, Roches-
ter, N. Y.

ZEIGENBEIN, FLEDA
KFOR, Lincoln, Neb.

ZIMMERMAN, HARRY
KHJ, Los Angeles, Cal.

ZIMMERMAN, PAUL E.
WMVA, Martinsville, Va.

ZOPPI, PHIL
WEAM, Arlington, Va.



CHARLES POLACHECK

NBC - TV
PRODUCER - DIRECTOR
"VOICE OF FIRESTONE"
"NBC OPERA THEATER"

**GREG
GARRISON**

NBC-TV

Director of
KATE SMITH SHOW
SHOW OF SHOWS

DICK SCHNEIDER

NBC-TV
DIRECTOR
of
MOHAWK SHOWROOM
HENRY MORGAN SHOW



DON HILLMAN

NBC-TV
DIRECTOR
OF
"REMEMBER THIS DATE"
"BROADWAY OPEN HOUSE"

Radio-TV Directors

—and their work during 1950

— A —

ANDERSON, BRUCE

Lilli Palmer Show
WCBS-TV

ANDREWS, CLARK

Pat Man Rogues Gallery
ABC

ANDREWS, MARTIN

My True Story, David Amity
ABC

APPELL, DON

Vanghn Monroe Show
CBS-TV

ASHLEY, IRA

Grand Central Station
CBS

AYERS, KIRBY

Grand Slam
CBS

— B —

BAILEY, MEL

I Love A Mystery
MBS

BANNER, BOB

Fred Waring Show
CBS-TV

BASE, LEONARD

Gangbusters
CBS

BLAKE, HOWARD

Carnation Family Party
CBS

BLEYER, BOB

Arthur Godfrey and His
Friends
CBS-TV

BLOTTER, FRANK

Music With the Hormel Grls.
ABC, CBS; Arthur Godfrey
Time, CBS-TV

BRENNEN, WILLIAM

Jack Smith, Dinah Shore, Mar-
garet Whiting Show
CBS

BROWN, WM. JAMES

Missus Goes A Shopping
WCBS

BURKE, MELVILLE

Colgate Theater, NBC-TV; Man
Against Crime, CBS-TV.

BURNETT, MURRAY

True Detective Mysteries
MBS

— C —

CHARLES, DICK

B. Feb. 24, 1919, Newark, N. J.;
Strictly From Dixie, The Bra-
kenshire Show, This Is My Song,
Sammy Kaye Sunday Serenade,
Thoughts in Passing, Ted Mack
Family Hour
ABC

CLARDY, LYMAN

Phil Cook Show
WCBS

CONWAY, CURT

Danger
CBS-TV

FREDERICK H.
SPEARE

DIRECTOR-OWNER



"THE WEST'S OUTSTANDING
RADIO & TELEVISION SCHOOL"

TRAINING STAFF ANNOUNCERS—
(WITH 1st CLASS F.C.C.

RADIO - TELEPHONE LICENSE)

Since 1935—ALSO ALL RADIO &
TV TALENT

PRODUCER: "CAREER THEATRE" (On KECA)—

"THE SPEARE SHOW-CASE" (On KGFI)

Every Sunday

STUDIOS: 5927 Sunset Blvd.

Phone: Hollywood 9-2325

Hollywood 28, Calif.

LIGHTS
OUT

Directed

by

Laurence Schwab Jr.

CHARLES CURRAN

Writer
Director
Producer

TV and SCREEN

Associated with
**SEABOARD
STUDIOS, INC.**

157 East 69th Street
New York 21

Phone: REgent 7-9200



ALAN NEUMAN

Director of
"THE KATE SMITH HOUR"
"VAN CAMP'S LITTLE SHOW"



WILLIAM MARCEAU

MAGIC COTTAGE PLAINCLOTHESMAN

TV

Writer-Director

KINGMAN T. MOORE

NBC
TV DIRECTOR

for

Eddie Cantor	Martin & Lewis
Abbott & Costello	Sp. ke Jones
Fred Allen	Tony Martin
Bobby Clark	Bea'r ce Li'fe

THE COMEDY HOUR

Radio-Television Directors

COOKE, FIELDER
Lux Video Theater
CBS-TV

CORDAY, TED
Guiding Light
CBS

CURRAN, CHARLES
Assoc. with Seaboard Studios.

— D —

D'ANGELO, CARLO
Charlie Wild, Private Detective
CBS

DAVIS, DONALD
The Prudential Family Playhouse
CBS-TV

DAWSON, RONALD
B. Johannesburg, South Africa
Adventures of Babe Ruth (Transcribed).

— E —

EASTMAN, CARL
Perry Mason, Rosemary
CBS

— F —

FASSETT, JAMES
N. Y. Philharmonic Symphony.
CBS

FICKETT, HOMER
Theatre Guild On The Air
NBC

FISHER, CHARLES
When A Girl Marries
NBC

FOGEL, JON
Ship Ahoy
Tales of the Black Cat
WCBS-TV

FOULTON, LOU
Rex Allen Show
CBS

FRAMER, WALT
Strike It Rich
CBS

— G —

GARRISON, GREG
Kate Smith Show, Show of Shows, NBC-TV.

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

GOODE, RICHARD
Lux Radio Theater
CBS-TV

GORMAN, WALTER
Young Dr. Malone
CBS

GRAHAM, JOSEPH
Modern Romances, Mr. President
ABC

GRAYSON, MITCHELL
Big Sister
CBS

GROSS, LLOYD
We Take Your Word
CBS-TV

— H —

HAMILTON, WILLIAM D.
May 7, 1921, East Orange, N. J.;
Ethel and Albert, ABC; Kate
Smith Calls, ABC; Hannibal
Cobb, ABC; We Care, ABC;
Black Hawk, Mystery Files, ABC;
Shoot The Moon, ABC.

HARRELL, CHARLES T.
B. Lincoln, Neb.; Armstrong
Circle Theater, NBC-TV; Famous
Jury Trials, Dumont-TV; Chance
of a Lifetime, ABC-AM, TV;
Think Fast, ABC-TV.



ED LEFTWICH

Director
Radio

Producer
TV

GREY LOCKWOOD

DIRECTOR

NBC - TV

HARRISON, JEANNE K.

Boston Blackie, WOR-Mutual; Guy Lombardo Show, NBC; Yesterday's Newsreel, WNBT; CBS-TV; Easy Aces, Dumont; World Broadcasting Co., NBC, CBS, MBS-E.T.; Hearts in Harmony, NBC; Linda's First Love, NBC; Editor's Daughter, NBC.

HELLER, FRANKLIN
What's My Line?
CBS-TV

HENRY, MARTIN
Betty Crocker Program
CBS-TV

HILLMAN, DONALD STUART

B. April 3, 1925, New York; Broadway Open House, Remember This Date, New York Philharmonic Concerts, Lewisohn Stadium, United Nations Telecasts, Lake Success, N. Y.; Milton Berle Telethon, Around The Town NBC-TV.

HIRSCHMAN, HERBERT
Me T. Magnation
CBS-TV

HOWARD, CY
My Friend Irma Late With
Luna, CBS

HOWARD, HENRY
Mystery Theater
CBS

— I —

INGRAM, HARRY
The Shadow
MBS

IRVING, CHARLES

B. July 30, 1912; This Is Nora Drake, CBS; That Wonderful Guy, ABC-TV

— J —

JACOBER, JAMES
Women Talk It Over, WOR
TV Bob Howard Show, WOR
TV

JOHNSTONE, JACK
Hollywood Star Playhouse
CBS

JONES, CLARK R.
Your Hit Parade, Voice of
Firestone, Mohawk Show
room
NBC-TV

— K —

KAY, ROGER

B. Dec. 9, 1920, Cairo, Egypt; Everything for Angelo, The Cheater, Portrait of a Woman, Ruth Chatterton Show.

KELLY, FRED
Steve Allen Show
CBS-TV

— L —

LA PLANTE, ROY
Humbert Cobb
ABC

LEFTWICH, ALEX

B. Feb. 13, 1910; Foye Emerson Show, CBS; Ilko Chase, CBS; This is Show Business, CBS, Kyle MacDonnell Show, Dumont, The Show Goes On, CBS; Winner Take All, CBS; Fashion Magic, CBS-TV.

LEFTWICH, EDWARD

B. June 17, 1918, Memphis, Tenn.; Live Like A Millionaire, CBS-TV; Bride & Groom, CBS-TV; Animal Fore, ABC-TV; Holiday Hotel, ABC-TV; Paul Whitman, ABC-TV; We The People, NBC-TV.

LEVIN, DAN
Vanity Fair
CBS-TV

LEVY, RALPH
George Burns and Gracie Allen Show
CBS

LEWIS, AL
Our Miss Brooks
CBS

LIEBMAN, MAX

B. August 5, 1902, Vicnno, Austria; Your Show of Shows, WNBT; Bob Hope Show, WNBT.

On Television:

ILKA CHASE
FAYE EMERSON
KYLE MacDONNELL
ILONA MASSEY

directed by

Leftwich

Personal Representatives For

Alex Leftwich

AFFILIATED ARTISTS REPRESENTATIVES

20 East 53rd Street,
New York, New York
PLaza 3-1862



JOE GRAHAM

WRITER-DIRECTOR

Radio-Television Directors

LOCKWOOD, E. GREY

B. April 18, 1917, Montclair, N. J.; The Clock, Four Star Revue, Life Begins at Eighty, The Joe DiMaggio Show
NBC

— M —

MACK, HELEN

Meet Corliss Archer
CBS

MACK, NILA

Let's Pretend
CBS

MAGNES, BEN

Lucky Pup
CBS-TV

MARCEAU, WILLIAM

Writer-Director
Magic Cottage; Plainclothesman; TV.

MARSHALL, WILLIAM

Modern Romances, Metropolitan Opera, Metropolitan Opera Auditions of the Air
ABC

McLEOD, KEITH

Red Skelton Show
CBS

McLEOD, VICTOR IAN

(See Producers).

MOELLER, RICHARD M.

Jack Sterling Show
WCBS

MOORE, KINGMAN T.

Sept. 13, 1919, Macon, Ga.; Lights Out, NBC-TV; Your Show of Shows, NBC-TV; Ford Star Revue, NBC-TV; Frigidaire Comedy Hour, NBC-TV; Colgate Comedy Hour, NBC-TV.

— N —

NELSON, RALPH

Mama; Celebrity Time
CBS-TV

NEUMAN, ALAN

The Kate Smith Hour, NBC-TV; The Little Show, NBC-TV; Chevrolet Tele Theater, NBC-TV; Wendy Barrie Show, NBC-TV; Jimmy Savo Show, NBC-TV.

NICKELL, PAUL

Charlie Wild, Private Detective
CBS-TV

NOVAK, BOB

Bobby Benson
MBS

— O —

OCIS, ACE

Club 15
CBS

OLIPHANT, PAUL

Garden Gate
CBS

OWEN, FORREST, JR.

Curt Massey Time
CBS

— P —

PAUL, BYRON

The Sam Levenson Show
This is Show Business
CBS-TV

POLACHECK, CHARLES

B. Jan. 19, 1914, Milwaukee, Wis.; NBC Opera Theater (Down in the Valley, Madame Butterfly, Fledermaus, Tales of Hoffman, Carmen), NBC-TV; Masterpiece Playhouse (Six Characters in Search of an Author), NBC-TV

POST, TED

Danger
CBS-TV

PRESSMAN, DAVID

Nash Airflyte Theater
CBS-TV

— R —

REDD, BOB

Carnation Contented Hour
CBS



jeanne harrison

WILLIAM HAMILTON

ABC

Producer — Director

Radio — TV

• • • **Radio-Television Directors** • • •

REYNER, KATHERINE
Golden Drakes Housewives Pro-
fessive League
Sid Shaw
WCBS

RICH, DAVID
Arthur Godfrey's Talent
Scouts
CBS-TV

RITT, MARTIN
Somerset Maugham Theater
Starlight Theater
CBS-TV

ROCHE, JACK
Camel Caravan with Vaughn
Monroe
CBS

RUBIN, JACK
Hilltop House
CBS

— S —

SATENSTEIN, FRANK
Homemakers Exchange
CBS-TV

SCHAEFER, FRANKLIN
The Ford Theater
CBS-TV

**SCHNEIDER,
RICHARD N.**
B. March 7, 1925, Cozadero,
Calif.; Easy Does It, WNBT,

Summer Night's Dream, NBC-
TV; Tex & Jinx, WNBT, Mo-
hawk Showroom, NBC-TV; Hen-
ry Morgan, NBC-TV

SCHUR, JERRY
Robert Q's Matinee
CBS-TV

SCHOOLER, LEE
B. June 15, 1923, Chicago, Ill.;
Let's Talk It Over, WJJD

**SCHWAB, JR.,
LAURENCE**
Lights Out.
NBC-TV.

SCHWARTZ, WILLIAM
This Is New York with Bill
Leonard
The New York Story
WCBS

SMITH, BEVERLY
Second Mrs. Burton
CBS

**SPEARE,
FREDERICK H.**
Producer Career Theater-KECA,
The Speare Show-Case-KGFJ —
Every Sunday.

STAMMER, KNU
Refreshment Time
CBS

— T —

TURN-TAKIS, ALEX
The Stork Club
CBS

TYLER, JACK
Theater of Today
CBS

— V —

VINCENT, CHICK
(See Producers)

— W —

WALLACE, DON
Wendy Warren and The News-
CBS

WARBURTON, CHARLES
My True Story, David Amity
ABC

WILSON, TONY
Aunt Jenny
CBS

WOLFE, ED
Ma Perkins The Belcher Day
CBS

WOLFE, RODGER
Hits and Misses
WCBS

WRAY, JOHN
Trust of the Town, Star of
the Family
CBS-TV

MELVILLE BURKE

DIRECTOR

OF

COLGATE THEATRE

NBC-TV

MAN AGAINST CRIME

CBS-TV



DICK CHARLES

Writer — Director — Composer

Paul Whiteman's "Dance Time USO"
ABC

EL 5-6923

Radio-TV Producers

Network & Independent

— A —

ABBENHEIM, PETE
KPIX, San Francisco, Cal.

AIKENS, JIM
KPIX, San Francisco, Cal.

ANDERSON, BRUCE
Tales of the Black Cat
WCBS-TV

ANDERSON, RUSS
This Is Nora Drake
CBS

APPELL, DON
Vaughn Monroe Show
CBS-TV

AUCHINCLOSS, GORDON
Meet Frank Sinatra
CBS

AVERY, IRA
Theater of Today
CBS

— B —

BADER, HUGH
KMTV, Omaha, Neb.

BAILEY, JUDSON
Fight Follow Up, College Basketball, Wrestling and Boxing Bouis
CBS-TV

BAKER, RUSS
Latest in Fashions
KGO-TV, San Francisco, Calif.

BANNER, BOB
Fred Waring Show
CBS-TV

BEASLEY, IRENE
Grand Slam
CBS

BERNS, LARRY
Our Miss Brooks
CBS

BERQUIST, EUGENE
KMTV, Omaha, Neb.

BLACK, ALBERT
December 11, 1917; Alan Dale Show, CBS-TV; Richard Hayes Show, WABD; Touchdown, WNBT; All Sports Quiz, WPIX; Hollywood Quideo, WPIX; Batter Up, WPIX.

BLAKE, HOWARD
Carnation Family Party
CBS

BOHL, DON
Two for the Show
WOC-TV, Davenport, Ia.

BORDENKIRCHER, TOM
Dollar Derby
WLW-D, Dayton, O.

BOWNE, JERRY
Live Like A Millionaire, NBC-CBS-TV; Music From Hollywood, NBC; Horace Heidt, Youth Opportunity Program, CBS

BRADY, BEN
Ken Murray Show
CBS-TV

BURKE, CAROLINE
Masterpiece Playhouse, NBC-TV; Red Feather Revue, NBC-TV; Heralds of Good Will, NBC-TV; Around the Town, NBC-TV; Vacation Wonderland, NBC-TV; Watch the World, NBC-TV.

BYRON, WARD
WJZ-TV, New York, N. Y.

WALTER HERLIHY

SYDNEY SMITH

"MARKET MELODIES"

ARTHUR B. MODELL

Producer

CHARLES HARBRUCK

MILTON ROBERTS

Associate Producers

Producers—Network Independent

— C —

CARNEY, JACK
Arthur Godfrey's Talent Scouts Arthur Godfrey And His Friends CBS-TV

CARROLL, CARROLL
Club 15 CBS

CASON, FRANK
WSB-TV, Atlanta, Ga.

COLLETT, JACK
Carousel WLV-D Dayton, O.

CONE, JOHN
WSB-TV Atlanta, Ga.

CONSTANT, A. H.
KRON-TV, San Francisco, Cal.

COOKE, F. W.
WHBF-TV, Rock Island, Illinois

CORY, JOHN
Sincerely Yours WJHO-TV, Dayton, O.

COTTEN, HAL
Country Store KFMB-TV, San Diego, Cal.

CRAMER, TED
The Real McKay WUBS-TV

CRANDALL, BRAD
WSB-TV Atlanta, Ga.

CROCKETT, DAVE
KING-TV, Seattle, Wash.

CROSBY, JOHN
WHAM-TV, Rochester, N. Y.

CROTTY, BURKE
WJZ-TV, New York, N. Y.

— D —

DANK, MORT
Spanish Varieties KEYL, San Antonio, Tex.

DAVIS, DONALD
The Prudential Family Playhouse CBS-TV

DAWSON, RONALD
B Johannesburg, South Africa (See Artists).

DE FUR, PAUL
Let's Live WCBSTV

DEKER, LEO
WBNS-TV Columbus, O.

DELL, YALIE, JAIME
Yours Truly, Johnny Dollar CBS

DEVRIES, VAN
WMAL-TV, Washington, D. C.

DIAMOND, EDWARD
WABD-TV

DIERKES, SHELDS
WWJ-TV, Detroit, Mich.

DINHART, ALAN
(Producer-Director)
Alan Young Show CBS-TV

DOAN, DOROTHY
Vanity Fair CBS-TV

DOTA, ROBERT
Hoffman Hayride WKY-TV, Oklahoma City, Okla.

DOUGLAS, HARRY
WPBM-TV, Indianapolis, Ind.

DOWTY, BYRON
WDSU-TV, New Orleans, La.

DUTTON, MYRON
Flu, Stork Club CBS-TV

— E —

EASTMAN, CARL
Perry Mason, Rosemary CBS

EDWARDS, RALPH
Truth or Consequences CBS-TV

ELLESON, D.
KRON-TV, San Francisco, Cal.

ELLIS, ELMO
WSB-TV, Atlanta, Ga.

ELLIS, MINERVA
Vanna Dr. Malone CBS

ENSON, A. BERT
Music For You WJHEN-TV, Syracuse, N. Y.

— F —

FARREN, JACK
Sidney Fields' Only Human Show, WOR, Celebrity Circle WOR

FERGUSON, JAMES
Flu Sports Almanac WSAZ-TV, Huntington, W. Va.

FULTON, LOU
Rex Allen Show CBS

Herbert Swopes Jr.

Producer
OF

**LIGHTS OUT
THE CLOCK**

NBC

TELEVISION



VICTOR McLEOD

TV

Producer - Director

Producers—Network Independent

FRAMER, WALT

Strike It Rich
CBS

FRANK, NORMAN

Star of the Family
CBS-TV

— G —

GAUNT, JOHN

KNBH, Hollywood, Cal.

GAY, BILL

Hallmark Playhouse
CBS

GOODSON, MARK

What's My Line?
CBS-TV

GOTTLIEB, LESTER

Robert Q's Matinee
The Show Goes On
CBS-TV

GRAMMAR, BOB

WBAP-TV, Fort Worth, Tex.

GROSS, LLOYD

(Producer Director)
Perro Como Show
CBS-TV

GUIDICE, FRANCIS V.

WTTG, Washington, D. C.

GUILLOTON, ALAIN

WFAA-TV, Dallas, Tex.

GUTH, RAY

Square Dance Party
WOC-TV, Davenport, Ia.

— H —

HAMMERSTEIN, THEODORE

Elery Queen, Famous Jury
Trials
WABD-TV

HANDLEY, ALAN

Easy Does It
WNBT, New York, N. Y.

HARMS, FRANK

Chuck Wagon
WCBS-TV

**HARRELL,
CHARLES T.**

(SEE DIRECTORS).

HARRIS, DAVID K.

WNHC-TV, New Haven, Conn.

HARRISON, C. F.

WHBF-TV, Rock Island, Ill.

**HARRISON,
JEANNE K.**

(See Directors)

HARROWER, IAN

WWJ-TV, Detroit, Mich.

HART, WALTER

(Producer Director)
The Goldbergs
CBS-TV

HARVEY AND HOWE

Homemakers Exchange
CBS-TV

HAYNES, STORRS

Ma Perkins
CBS

HELLER, FRANKLIN

The Web
CBS-TV

HELLMAN, DON

Dream Busters, Coffee and
Cakes
WXYZ-TV, Detroit, Mich.

HENLEY, ARTHUR

What Makes You Tick, ABC;
Marry-Go-Round, ABC; Press
Box, WMGM.

HERP, EDWARD L.

Shoppers Special, Frazier
Thomas Show, Prize Party
WKRC-TV, Cincinnati, Ohio

HILL, CHARLES

WTOP-TV, Washington, D. C.

HILL, GEORGE

WMAL-TV, Washington, D. C.

HOLLENBECK, BILL

KGO-TV, San Francisco, Calif.

HOLLOWCHAK, EUGENE

WWJ-TV, Detroit, Mich.

HORRELL, MARTIN

Grand Central Station
CBS

HUBER, ROBERT

Paul's Porch, TV Dreamhouse,
Hines' Varieties
WKRC-TV, Cincinnati, Ohio

HUMBERT, FRANK AND ANN

Romance Of Helen Trent
Our Gal Sunday
CBS

— I —

IRVING, CHARLES

The Detective's Wife, CBS-TV;
That Wonderful Guy, ABC-TV



CAROLINE BURKE

NBC-TV Producer Director

WALT FRAMER

Free Lance
Producer-Creator-Director

specializing in
**AUDIENCE PARTICIPATION &
QUIZ SHOWS for RADIOD/TV**

Current . . .

"STRIKE IT RICH" . . . CBS
"THE OLD ARMY GAME" . . . CBS

Ready . . .

"THE BIG PAYOFF"
"OUR AMERICAN WAY"
"THE MAGIC LAMP"
"WHAT'S THE BIG IDEA?"

WALT FRAMER ASSOCIATES

501 MADISON AVENUE
NEW YORK 22, N. Y.

Plaza 5-2000

Producers—Network Independent

IRWIN, CAROL
Mama
CBS-TV

J

JACKSON, RICHARD
Foster Brooks Show
WAVE-TV, Louisville, Ky

JOHNSTONE, JACK
Hollywood Star Playhouse
CBS

JONES, CAL
WPTZ, Philadelphia, Pa.

K

KABAKER, AL
Jack Smith, Dinah Shore,
Margaret Whiting Show
CBS

KANE, PAUL
WJAM-TV, Baltimore, Md

KEIGBE, CHARLES
Lulu Palmer Show
WCBS-TV

KEIGBLEY, WILLIAM
Lux Radio Theater

KELLER, FRED
WBEN-TV, Buffalo, N. Y.

KIRBA, AMOS
WCAU-TV, Philadelphia, Pa.

KOSTE, WALTER
WWJ-TV, Detroit, Mich.

KUHL, CAL
Lux Video Theater
CBS-TV

L

LaDELLE, JACK
KPHO-TV, Phoenix, Ariz.

LASHER, M. SIDNEY
WAGA-TV, Atlanta, Ga.

LEE, JERRY
Dance Time
WOAI-TV, San Antonio, Tex.

LEIGHTON, RICK
Bobby Sherwood Show
WCBS-TV

LEONARD, BILL
This Is New York
The New York Story
WCBS

LESAN, DAVID
Guiding Light The Brighter
Day
CBS

LEAVY, RALPH
George Burns & Gracie Allen
Show
CBS-TV

LEWINE, RICHARD
Celebrity Time
CBS-TV

LEWIS, MARLO
Toast Of The Town; Steve
Allen Show
CBS-TV

LICK, DON
WUP, Erie, Pa.

LIEBMAN, MAX
August 5, 1902, B. Vienna, Aus-
tria; Your Show of Shows, WNBT;
Bob Hope Show, WNBT.

LORD, PHILIP H.
Gangbusters
CBS
LOGG, JOHN
KSL-TV, Salt Lake City, Utah

Mc

MacKENZIE, MURDO
Bing Crosby Show
CBS

MacNAMEE, DOUG
Margaret Arlen Program
WCBS

McCANN, DOROTHY
Dr. Christian
CBS

McDERMOTT, TOM
Wendy Warren and The News
CBS

McKEE, BURT F., JR.
WAFM-TV, Birmingham, Ala.

McLAIREN, IVOR
Don McNeill's TV Club
WENR-TV, Chicago, Ill.

McLEOD, VICTOR IAN
B. Aug. 2, 1906, Nampa, Idaho;
Chevrolet Teletheater, NBC-TV;
Broadway Open House, NBC-TV;
New Year's Revue, NBC-TV; Ar-
thur Murray, NBC-TV.

M

MACK, NILA
Let's Pretend
CBS

ALBERT BLACK

Television Productions

1270 Sixth Ave. . . . Rockefeller Center
New York 20 . . . COLUMBUS 5-5885-6

- After Hours Club CBS-TV
- Bamboo CBS-TV
- To-nite At 11 CBS-TV
- Alan Dale Show CBS-TV
- Batter-up WPIX-TV
- Touchdown NBT-TV
- Richard Hayes Show WABD-TV
- Hollywood Quede WPIX-TV
- All Sports Quiz WPIX-TV
- Fun With Music WPIX-TV

Personal TV Rep. For
Hal Tunis — Charles Korvin —
Francis Lederer

RADIO-TV

Charles T. Farrell

PRODUCER

DIRECTOR

Producers—Network Independent

MANSFIELD, IRVING

This is Show Business, CBS-TV;
The Sam Levinson Show, CBS-TV.

MATHEWS, DOROTHY

The Prudential Family Playhouse
CBS-TV

MAYBERRY, BOB

Fashion Magic
CBS-TV

MAZZIE, JACK

WOW-TV, Omaha, Neb.
Family Matinee

MEEKS, DON

Girls Will Be Girls
WLW-TV, Cincinnati, O.

MICHEL, WERNER

We Take Your Word
CBS-TV

MODELL, ARTHUR B.

B. June 23, 1923, New York;
Market Melodies, Diane Lucas
Cooking, Holiday Hints, Easter
Shopper, ABC-TV.

MONTGOMERY, GARTH

The Ford Theater
CBS-TV

MORROW, BILL

Bing Crosby Show
CBS

MORROW, TIM

Tin Pan Alley-TV, Sit or Miss,
The Kay Morrow Show, Bible
Stories, Shirley and Bedelia,
ABC-TV

MORSE CARLETON

I Love a Mystery.
MBS

— N —

NICHOLS, HONORE

Melody Showcase
WLW-TV, Cincinnati, O.

NOTTINGHAM, DAVE

WBAL-TV, Baltimore, Md.

— O —

OLIPHANT, PAUL

Garden Gate
CBS

OWEN, FORREST, JR.

Curt Massey Time
CBS

OXFORD, RONALD C.

KPHO-TV, Phoenix, Ariz.

— P —

PAPPAS, S. A.

WTOP-TV, Washington, D. C.

PARSONS, CHARLES

Captain Video, Plainclothesman
WABD-TV

PATTEN, PHIL

Super Circus
WENR-TV, Chicago, Ill.

PENMAN, CHARLES

WWJ-TV, Detroit, Mich.

PERRY, DICK

Hoffman Hayride
WOAI-TV, San Antonio, Tex.

PEYSER, JOHN

(Producer-Director)
Frank Sinatra Show
CBS-TV

PINCUS, IRVING

Mr. I. Magination
CBS-TV

PINCUS, NORMAN

Mr. I. Magination
CBS-TV

POCHE, IRWIN

WDSU-TV, New Orleans, La.

POLACHECK, CHARLES

B. Jan. 19, 1914, Milwaukee, Wis.;
Voice of Firestone
NBC-TV

PRESSMAN, DAVID

Nash Airflyte Theater
CBS-TV

— R —

REDD, BOB

Carnation Contented Hour
CBS

RITT, MARTIN

Somerset Maugham Theater
Starlight Theater
CBS-TV

ROCHE, JACK


Camel Caravan with Vaughn
Monroe
CBS

ROGERS, RODDY

The Eagles' Nest
WFIL-TV, Philadelphia, Pa.

ROLAND, WILL

Arthur Godfrey Time
CBS



ROBERT ROSS SMITH
PRODUCER
JACK BERCH SHOW—NBC
VAN CAMP'S LITTLE SHOW—NBC-TV

Art Henley
Creator-Producer
MARRY-GO-ROUND
(ABC)
Producer-Director
WHAT MAKES YOU TICK
(ABC)
Writer
BROADWAY OPEN HOUSE
WE THE PEOPLE
(NBC-TV)
M. C.
PRESS BOX
(Dairylea—WMGM)
Mgt.: MCA

Producers—Network Independent

ROSS, DON

B. Feb. 17, 1908, Des Moines, Iowa; Animal Fair, KNBH; Assoc. Producer: Live Like a Millionaire, CBS-TV, NBC; Your Pet Parade, ABC-TV; Auction-Aire, ABC-TV

RUSSELL, CHARLES W.
Danger
CBS-TV

— S —

SARROW, ED
WAAM-TV Baltimore, Md.

SCALA, E. M.
WNBF-TV, Binghamton, N. Y.

SCHIMMEL, CLARENCE
(Producer-Director)
Gary Moore Show
CBS-TV

SCHOOLER, DAVE
Star Time, Arthur Murray Show

WARD-TV

SEABORNE, JIM
Big Sister
CBS

SEVER, JOHN
WMBR-TV, Jacksonville, Fla.

SKELTON, EDNA
Red Skelton Show
CBS

SLON, SID
Aunt Jenny
CBS

SMITH, REVERLY
Second Mrs. Burton
CBS

SMITH, ROBERT ROSS

Jack Berch Show, NBC; Van Camp's Little Show, NBC-TV.

STAMMER, NEWT
Retirement Time
CBS

SWOPE, JR., HERBERT

Lights Out, NBC-TV; The Clock, NBC-TV.

SWYSGOOD, ROBERT
Singer Show
WKY-TV Oklahoma City, Okla.

— T —

TATE, HAL

Who's Talking? KYW, Philadelphia; Strictly Show Business, WATF, Chicago; The Hal Tate Show, WATF, Chicago

TAYLOR, GLENHALL
Meet Carless Archer
CBS

TERRY, WILLIAM R.
WAGA-TV, Atlanta, Ga.

THOMPSON, DON
Frontier Clues
KOTV, Tulsa, Okla.

THOMPSON, TOMMY
WBAP-TV, Fort Worth, Tex.

TODMAN, BILL

What's My Line; Rate Your Mate
CBS-TV.

TRAVERN, JIM
WLAN-TV, Rochester, N. Y.

TRONEL, RICHARD
At Jackie's House
WTVJ, Miami, Fla.

TUCKER, MADGE
Ship Ahooy
WGBS-TV

— V —

VINCENT, CHICK

B. Aug. 29, 1912, New York; (Producer - Director); Pepper Young's Family, NBC, Kitchen Kapers, WJZ-TV; Magazine Theater, MBS; Mr. Magic, WJZ-TV, Mutual Life Health Series, ET, Pathfinder Playhouse, ET

— W —

WALLACH, GEORGE
Dare to Mandarim
WNBT New York N. Y.

WARD, AL
Betty Crocker Program
CBS-TV

WAYNE, DON
The Open Door
WHIO-TV Dayton, O.

WHITE, LAWRENCE
Charlie Wild, Private Detective
CBS-TV

WOLFE, ED
Hilton House
CBS

WYATT, JERRE
WRAL-TV, Baltimore, Md.

JACK HURDLE

PRODUCER - DIRECTOR

RADIO — TV



Woman Commentators

HOME ECONOMISTS

of Radio Stations in the United States

Alabama

Arnold, Dorothy..... WCOV, Montgomery
 Badham, Mary..... WBRC-TV, Birmingham
 Barber, Elizabeth..... WJBB, Haleyville
 Brown, Camille..... WSFA, Montgomery
 Carnathan, Betty..... WKUL, Cullman
 Dennis, Mimi..... WAFM-TV, WAPI, Birmingham
 Dodd, Bertha..... WGWD, Gadsden
 Drake, Florence..... WMGY, Montgomery
 Griffin, Nellie..... WJRD, Tuscaloosa
 Grund, Mrs. Lynn..... WAUD, Auburn
 Jackson, Sarah F..... WSFC, Anniston
 Kline, Rita..... WKAX, Birmingham
 Lane, Janet..... WFUN, Huntsville
 McLean, Rusty..... WFEB, Sylacauga
 Mahoney, Esther..... WSFA, Montgomery
 Miller, Virginia..... WJMW, Athens
 Mitchell, Betty..... WABB, Mobile
 Norton, Clodessa..... WJMW, Athens
 Parrish, Helen, Listen Ladies..... WKLF, Clanton
 Parrish, Agnes..... WSGN, Birmingham
 Rosenberg, Mary Ethel..... WSFC, Anniston
 Russell, Bettie..... WSFC, Anniston
 Simmons, Annet..... WJLD, Bessemer
 Smollon, Lurline McRaney..... WHMA, Anniston
 Tully, Earline..... WVOK, Birmingham
 Wells, Betty..... WFUN, Huntsville

Arizona

Benoit, Virginia..... KOPO, Tucson
 Bentley, Elaine..... KTAZ, Phoenix
 Botkin, Freda S..... KCNA, Tucson
 Bryce, Bea..... KOKY, Coolidge
 Curtis, Marg..... KTYL, Mesa
 Godfrey, Kathy..... KPHO-TV, Phoenix
 Gunn, Janet..... KPHO-TV, Phoenix
 Harrison, Mrs. Lois..... KGLI, Safford
 Herweg, Mary..... KTUC, Tucson
 Kempton, Roberta..... KGLU, Safford
 McClung, Loye..... KYUM, Yuma
 Pratt, Phyllis..... KAWT, Douglas

Arkansas

Asbell, Maeada..... KELD, El Dorado
 Bauer, Joan..... KWHN, Ft. Smith
 Cordell, Ann..... KELD, El Dorado
 Cotton, Corrine..... KXJK, Forrest City
 Edrington, Ann..... KOSE, Osceola
 Houston, Ruby..... KDRS, Paragould
 Ingalls, Mary..... KGRH, Fayetteville
 Pyeatte, Marianne..... KUOA, Siloam Springs
 Williams, Carolyn F..... KARK, Little Rock

California

Adler, Grace..... KVEC, San Luis Obispo
 Alex, Susan..... KSAN, San Francisco
 Alexander, Pat..... KRDP, Brawley
 Ayres, Nova..... KRDU, Dinuba
 Bacher, Jeanne..... KGST, Fresno
 Baker, Betty..... KROW, Oakland
 Baker, Evangeline..... KGO-TV, San Francisco
 Barnes, Harriet..... KRSO, Santa Rosa
 Barton, Emily..... KPFC, San Francisco
 Beitz, Blanche..... KIBE, Palo Alto
 Booth, Beverly..... KYOR, Blythe
 Bowen, Jerry..... KXOC, Chico
 Bruce, Frances..... KVCV, Redding
 Casey, Mary Ann..... KIST, Santa Barbara
 Derma, Alex..... KREO, Indio
 Fowles, Olive..... KGYW, Vallejo
 Gray, Jeanne..... KTTV, Los Angeles
 Green, Edith..... KRON-TV, San Francisco

Gurnee, Leslie..... KMNS, San Luis Obispo
 Hart, Trula..... KEEN, San Jose
 Hendrick, Peg..... KBUC, Corona
 Higbee, Hilda..... KTRB, Modesto
 Hogan, Lee..... KNBH, Hollywood
 Holden, Ann..... KGO, San Francisco
 Holmes, Margaret..... KYNO, Fresno
 Houchin, Gladys..... KFOX, Long Beach
 Hoyt, Betty..... KNBH, Hollywood
 Hummel, Mildred..... KKIN, Visalia
 Hunter, Ruby..... KPIX, San Francisco
 Jewel, Izetta..... KCBQ, San Diego
 Keller, Eloise..... KDAC, Ft. Bragg
 Kerry, Katherine..... KYA, San Francisco
 King, Majorie..... KGO-TV, San Francisco
 Lawson, Grace..... KECA-TV, Hollywood
 Lay, Marjorie B..... KTIP, Porterville, Cal.
 Nicci, Barbara..... KKO, El Centro
 Morse, Molly..... KGB, San Diego
 North, Audrey..... KWKW, Pasadena
 Paige, Frances..... KCRA, Sacramento
 Price, Cisley..... KTRB, Modesto
 Potter, Penny..... KCOK, Tulare
 Rankin, Dorothy (Jen Lee)..... KNBC, San Francisco
 Reed, Bette..... KVON, Napa
 Ruane, Trudie..... KRDP, Brawley
 Salentine, Carol..... KFMB-TV, San Diego
 Schram, Violet..... KFVD, Los Angeles
 Scully, Frances..... KECA, Los Angeles
 Sharpe, Marjorie..... KITO, San Bernardino
 Stewart, Paye..... KSFO, KPIX, San Francisco
 Swayze, Wanda..... KITO, San Bernardino
 Sweet, Irene..... KDON, Santa Cruz
 Thomas, Anne..... KSCO, Santa Cruz
 Thompson, Ruth..... KJBS, San Francisco
 Towne, Jane..... KLOK, San Jose
 Truax, Ann..... KLV, Oakland
 Trumbull, Margo..... KSFO, San Francisco
 Trumbull, Marjorie..... KRON-TV, San Francisco
 Walker, Peggy..... KDB, Santa Barbara
 Walker, Wilma..... KWTC, Barstow
 Waltz, Gwen..... KSUE, Susanville
 Weppener, Barbara..... KSBW, Salinas
 Young, Norma..... KHJ, Los Angeles

Colorado

Collope, Mary..... KCOL, Ft. Collins
 Donn, Phillip..... KRAI, Craig
 DeJulio, Lily..... KUBC, Montrose
 Elkins, Mildred..... KGHF, Pueblo
 Esther, Marie..... KCSJ, Pueblo
 Fuller, Mildred..... KEXO, Grand Junction
 Hammer, Muriel..... Grand Junction
 Hammersley, Mrs. Evadna..... KOA, Denver
 Kaytee Ellen (Irva Steffen)..... KTLN, Denver
 Kiefer, Shirley..... KCOL, Ft. Collins
 McGavren, Marge..... KBOL, Boulder
 St. John, Phyllis..... KLMR, Lamar
 Snelling, Sally..... KIUP, Durango
 Thomas, Peg..... KFXT, Grand Junction
 Wathau, Lois Ann..... KFKA, Greeley
 Zorn, Melba..... KOKO, LaJunta

Connecticut

Colbert, Jean..... WTIC, Hartford
 Coleman, Dorothy..... WMMW, Meriden
 Foster, Susan..... WKNB, New Britain
 Galvin, Grace..... WBIS, Bristol
 Gibson, Claire..... WONS, Hartford
 Graham, Peg..... WLGR, Torrington
 Hays, May Bradshaw..... WJCC, Bridgeport
 Hurlburt, Miriam..... WATR, Waterbury
 Kimball, Betty..... WHAY, New Britain

. . . Woman Commentators—Home Economists—Radio-TV . . .

King, Una H. WTHT, Hartford
 Levitt, Evelyn WNHC, New Haven
 Nauman, Hilda WNLG, New London
 O'Brien, Jean WNHC-TV, New Haven
 Osborne, Maybelle Hinton WBRV, Waterbury
 Parks, Connie WJLZ, Bridgeport
 Patten, Betty WKNB, New Britain
 Porter, Jeanne WELI, New Haven
 Purnington, Ann WIGH, Norwich
 Richards, Perk WNAZ, Bridgeport
 Switzer, Ellen WAAZ, New Haven
 Van Dyck, Peg (Claire Gibson) WONS, Hartford

Delaware

Carroll, Mildred WDOV, Dover
 Price, Marjorie WILM, Wilmington

District of Columbia

Cameron, Dianne WTTG, Washington
 Crane, Ruth WMAL, WMAL-TV, Washington
 Lee, Ethor WTOP, WTOP-TV, Washington
 Markel, Hazel WTOP, WTOP-TV, Washington
 Osgood, Nancy WRC, Washington

Florida

Andrews, Fernie WFLA, Tampa
 Bailey, Nina WTAN, Clearwater
 Barfield, Ora WJBS, Delano
 Butler, Jane WGBS, Miami
 Byron, Eva WALT, Tampa
 Carlson, Mrs. Ann WEAP, Lake Worth
 Chase, Martha WMBM, Miami Beach
 Christopher, Mariotte WQAM, Miami
 Cynthia WDDB, Orlando
 Daly, Anne WPDQ, Jacksonville
 Davis, Agnes WDIH, Bradenton
 Dickens, Betty WFTL, Ft. Lauderdale
 Donahue, Ruth WLOF, Orlando
 Estrella, Blanca WIOD, Miami
 Latin-American Commentator, News in Spanish
 Greenlaw, Carmen WDHL, Bradenton
 Hall, Lee WLOF, Orlando
 Hamilton, Berta WTNT, Tallahassee
 Henderson, Saddy WCOA, Pensacola
 Hugh, Kay Todd WNDR, Daytona Beach
 Julianne, Patricia WIRK, West Palm Beach
 King, Joanne WSPB, Sarasota
 Knox, Mary Lou WMOR-TV, Jacksonville
 Larson, Helen WIVY, Jacksonville
 McNeely, Beth WTSP, St. Petersburg
 Mead, Dotie WSPB, Sarasota
 Merrill, Sarah Ellen WTVJ, Miami
 Moody, Emil WFLA, Tampa
 O'Mara, Mimi WIOD, Miami
 Oberle, Connie WIVY, Jacksonville
 O'Mara, Mimi WFTS, St. Petersburg
 Parrish, Jean WIAK, Lakeland
 Pierce, Jackie WVCG, Coral Gables
 Roen, Margie WORZ, Orlando
 Silver, Mariotte WIRA, Ft. Pierce, Fla.
 Smith, Ruth WHOO, Orlando
 Shuman, Elyse WPLA, Plant City
 Taylor, Chris-Oue WTTT, Coral Gables
 Walker, Frankie WFOY, St. Augustine
 Whitelaw, Eleanor WPCF, Panama City
 Whitley, Ruth WTMC, Ocala
 Withee, Alice WJHP, Jacksonville

Georgia

Alford, Kitty WRGA, Rome
 Bailey, Virginia WKLY, Hartwell
 Bell, Alice WRGE, Atlanta
 Dickens, Dean WGST, Atlanta
 Fields, Geraldine WAYX, Waycross
 Flauruoy, Rose WRHL, Columbus
 Hancock, Faye WDAK, Savannah
 Handley, Gertrude WDAK, Columbus
 Hayward, Joyce WGAC, Augusta
 Heerst, Harriet WDAK, Savannah
 Johnson, Annie Laurie WBBM, Macon
 Kent, Ruth WGES, Decatur
 Kraybill, Shirley WAGA-TV, Atlanta
 Lanning, Martha WSB-TV, Atlanta

McKay, Dorothy WROM, Rome
 Marshall, Sue WDEC, Americus
 Martin, Ruby WAYX, Waycross
 Martin, Mary Ann WRFC, Athens
 Mason, Patricia WFOM, Marietta
 Morris, Louis WDAK, Columbus
 Olive, Anna WRDW, Augusta
 Powell, Gladys WFRD, Atlanta
 Randolph, Helene WTJH, East Point
 Rehm, Tora WATL, Atlanta
 Stone, Ste WGAA, Cedartown
 Stubb, Eileen WBDQ, Augusta
 Tomes, Nedrahn WWSG, Titton
 Washington, Alice WERD, Atlanta
 Wasden, Alice WTQC, Savannah
 Windham, Nell WVOP, Vidalia

Idaho

Adamsom, Norma KEIO, Pocatello
 Egan, Barbara KVNJ, Coeur d'Alene
 Fayaro, Virginia KRUC, Lewiston
 Fletcher, Ruth A KSEI, Pocatello
 Haselmore, Carma KLIJ, Twin Falls
 MacBride, Doris KSEI, Pocatello
 McAlister, Ruth KRPL, Moscow
 Marguerite KVID, Caldwell
 Puckett, Inez KLIJ, Twin Falls
 Sennon, Margene KSEI, Pocatello
 Vaughn, Barbara KBIO, Burley

Illinois

Alexander, Norma WEBQ, Herrsburg
 Ames, Harriet WTXN, Springfield
 Banks, Pat WRRB, Chicago
 Barkley, Barbara WGN-TV, Chicago
 Bass, Clar (Mrs. C.) WROY, Carui
 Best, LaVerne WTAX, Springfield
 Colwell, Virginia WLDS, Jacksonville
 Connors, Dorsey WNIB, Chicago
 Cook, Martha WQUA, Moline
 Crane, Martha WLS, Chicago
 Daily, Joy WSOY, Decatur
 Dilley, Mary WCVS, Springfield
 Dwyer, Barbara WMRD, Peoria
 Gale, Virginia WGN, Chicago
 Galey, Pat WXXI, Peoria
 Graham, Ann WRAT, Macomb
 Harper, Mary M. WBRD, Harrisburg
 Bolley, Marilyn WRID, Carthage
 Jeffery, Sally WRAN, Kankakee
 Johannes, Olga WROK, Rockford
 Kamey, Beulah WENR-TV, Chicago
 Kerick, Lee WSVL, Pekin
 Lane, Betty WSOY, Decatur
 Lawrence, Mildred WJOL, John
 Lindsay, Lou WROY, Carui
 McLoughlin, May WMRD, Peoria
 North, Luckey WNIB, Chicago
 Oberto, Betty WLPO, LaSalle
 Palmer, Anne WHP-TV, Rock Island
 Ralston, Fern WRMN, Elgin
 Rodmon, Tom WRRB, Chicago
 Sams, Elie L. WRL, Peoria
 Sexton, Marion WTAD, Quincy
 Stewart, Virginia WOKZ, Alton
 Zarley, Lois WJOL, John

Indiana

Atkins, Kay WWA, Gary
 Bartlett, Susan WTTS, Bloomington
 Block, Ruth WMS, Michigan
 Coers, Barbara WASK, Lafayette
 Cook, Constance WJPS, Evansville
 "Let's Grow Up" Childrens Program
 Daniels, Catherine WISH, Indianapolis
 Dodd, Marie WAOV, Vincennes
 Farrell, Lee Rose WFBM, Indianapolis
 Fuller, Lenore WBAF, Marion
 Gause, Joan WCNR, Commerceville
 Gini, Ann WSAI, Longsight
 Heitger, Abbie WBYV, Bedford
 Kelley, Grace WBAF, Marion
 Knight, Doris WKAM, Warsaw
 Lee, Janet WFBM-TV, Indianapolis

• • • Woman Commentators-Home Economists—Radio-TV • • •

Lynn, Jane. WXLW, Indianapolis
 McDonald, Mary. WGL, Ft. Wayne
 Minick, Mrs. Frances. WBIW, Bedford
 Moore, Eleanor. WSBT, South Bend
 Parlier, Jane. WLRP, New Albany
 Reed, Kay. WTRC, Elkhart
 Riley, Miss E. Frances. WBIW, Bedford
 Riley, Mrs. Sue. WHOT, South Bend
 Shaw, Julie. WGBF, Evansville
 Sherman, Ann. WTTS, Bloomington
 Starrett, Marian. WKBY, Richmond
 Travis, Lorraine. WCBG, Anderson
 Tuelter, Sue. WKBY, Richmond
 Weston, Jane. WOWO, Fort Wayne
 Willeford, Mrs. George. WTOM, Bloomington

Iowa

Adams, Kay. WMT, Cedar Rapids
 Bacon, Grace. KSIB, Creston
 Condra, Mrs. Edith. KCOG, Centerville
 Currier, Bernice. KMA, Shenandoah
 Hall, Mrs. Betty. KSWI, Council Bluffs
 Johnson, Gwen. KROS, Clinton
 Justen, Molly Mrs. KXIC, Iowa City
 Lindley, Dorothy. KSIB, Creston
 Loose, Virginia. KOKX, Keokuk
 McEwen, Josephine. WMT, Cedar Rapids
 Marsh, Helen. KSO, Des Moines
 Marshall, Mary Louise. WOC, Davenport
 Montz, Wanda. KWCR, Cedar Rapids
 Murphy, Doris. KMA, Shenandoah
 Pheiphs, Jean Mrs. KCOM, Sioux City
 Behwaldt, Helen. KWPC, Muscatine
 St. Clara, Sister Mary. WKBB, Dubuque
 Seidner, L. M. KXIC, Iowa City
 Sexton, Marian. KGLO, Mason City
 Shoemaker, Adella. KMA, Shenandoah
 Shorten, Martha. KDTH, Dubuque
 Sanns, Mary Jane. KICD, Spencer
 Volger, Thelma. KWPC, Muscatine
 Waiter, Ann. KASI, Ames
 Wells, Betty. KRNT, Des Moines

Kansas

Brooks, Julie. WREN, Topeka
 Callahan, Nell. KPRS, Olathe
 Cleveland, Ann Chalma. KSCB, Liberal
 Crist, Rosemary. KSCB, Liberal
 Elliott, Frances. KGNO, Dodge City
 Erickson, Elaine. KANS, Wichita
 Harris, Nancy. KJCK, Junction City
 King, Mrs. J. E. KF& & KP&M, Wichita
 MacDonald, Marie. KFBI, Wichita
 Page, Jeanne. KCLO, Leavenworth
 Rondebush, Eleanor, Welcome Newcomers
 KJAY, Topeka
 Roth, Mrs. Janie. KAYS, Hays
 Tinder, Katherine. KWHK, Hutchinson

Kentucky

Critchfield, Isabelle. WFMW, Madisonville
 Daly, Linda. WLOU, Louisville
 Dooley, Jane. WFKY, Frankfort
 Haan, Ruth. WMTG, Vanelev
 Hubert, Ann. WAVE, Louisville
 Jackson, Audrey. WKCT, Bowling Green
 Jones, Jane. WPAD, Paducah
 Kelly, Marion. WKLO, Louisville
 Layman, Helen. WSFC, Somerset
 McCormick, Dorothy. WSON, Henderson
 Marshall, Shirley. WAVE-TV, Louisville
 Martin, Rosemary. WNGP, Newport
 Mauney, Ruth. WOTT, Corbin
 Mills, Jo Anne. WFMW, Madisonville
 Murphy, Helen. WFMW, Madisonville
 Nanney, Dorothy. WKTM, Mayfield
 Paxton, Patricia. WKYB, Paducah
 Person, Violet. WMTG, Vanelev
 Waters, Jane. WCM1, Ashland
 Weiller, Louise. WNNN, Louisville

Louisiana

Barberito, F. WIHL, Hammond

Boyd, Daisy Lee. WLCS, Baton Rouge
 Enbanks, Patsy. KLOU, Lake Charles
 Holland, Helen. WJMR, New Orleans
 Jewel, Mary. WNOE, New Orleans
 Leslie, Jean. WJMR, New Orleans
 Marshall, Mary Louise. WOC-TV, Davenport
 Robinson, Pat. KANE, New Iberia
 Smith, Joyce. WDSU, WDSU-TV, New Orleans
 Theaux, Ray B. (Mrs.) KVOL, LaFayette
 Tippet, Mildred. KTBS, Shreveport
 Tomb, Helen. KANE, New Iberia
 Vernevil, James. WIHL, Hammond
 Wagner, Eleanor. KVOB, Alexandria
 Williams, Elizabeth. KPLC, Lake Charles
 Wykoff, Jane. KCIL, Houma

Maine

Butler, Cecilia. WLAM, Lewiston-Auburn
 Deane, Beth. WGUY, Bangor
 Drivas, Chris. WIDE, Biddeford
 Faulkner, Mary Lou. WRDO, Augusta
 Fargue, Sonia. WLAM, Lewiston-Auburn
 Gibbs, Agnes. WCSH, Portland
 Grey, Ethel. WMTW, Portland
 Hanks, Margaret. WAGM, Presque Isle:
 WABM, Houlton
 Rice, Catherine. WFAU, Augusta
 Standish, Martha. WPOR, Portland
 Stapes, Marguerite L. WTWL, Waterville
 Wadman, Dorothy. WGAN, Portland

Maryland

Brooks, Helen. WFBR, Baltimore
 Chase, Penny. WAAM-TV, Baltimore
 DeLano, Martha 'Susan Smith'
 WCUM, Cumberland
 Drummond, Polly. WMAR-TV, Baltimore
 Egoif, Grace Campbell. WBCC, Bethesda
 Landis, Mary. WBAL-TV, Baltimore
 McCall, Betty. WCAO, Baltimore
 Martin, Mollie. WBAL, WBAL-TV, Baltimore
 Susemihl, Anita Lou. WASA, Havre de Grace
 Werner, Stella. WBCC, Bethesda
 Whitcraft, Marie. WJEJ, Hagerstown

Massachusetts

Baacke, Walter (Mrs.)
 Homenaker's Club
 WSFL, Springfield
 Bailey, Mildred. WCOP, Boston
 Barton, Betty. WNBH, New Bedford
 Bradford, Ann. WLLH, Lowell-Lawrence
 Broeg, Heloise Parker. WEEI, Boston
 Brown, Mae. WMAS, Springfield
 Cartwright, Christine. WCCM, Lawrence
 Chase, Julie. WTAG, Worcester
 Claire, Carol. WKOX, Framingham
 Clark, Audrey C. WBAI, Greenfield
 Connelly, Jeanne. WNEB, Worcester
 Dale, Dorothy. WBET, Brockton
 Evans, Christine. WHDH, Boston
 Flanders, Lyda. WTAG, Worcester
 Fortescue, Priscilla. WEEI, Boston
 Giza, Wanda M. WARE, Ware
 Higginson, Rebekah. WMEX, Boston
 Hope, Helen. WHYN, Holyoke
 Huse, Polly. WLAW, Lawrence
 King, Dorothea. WSPR, Springfield
 Kneeland, Eileen. WHAV, Haverhill
 McKenney, Pearl. WNAW, North Adams
 Matthews, Donna. WNAV, Amapolis
 Newman, Ida. WJDA, Quincy
 Raymond, Virginia. WJDA, Quincy
 Robinson, Blanche. WOCB, W. Farnmouth
 Seymour, Freddie (Miss) WBET, Brockton
 Thomas, Mildred. WHOB, Gardner
 Vincent, Pal. WHOB, Gardner
 Wenk, Maureen. WTXL, W. Springfield
 Whitney, Florence. WBRK, Pittsfield
 Whittaker, Isabel. WAAB, Worcester
 Wolf, Zita. WHOB, Gardner

Michigan

Adams, Sandra. WKBZ, Muskegon

... Woman Commentators-Home Economists—Radio-TV ...

Anderson, Alice..... WPTH Port Huron
 Anderson, Beth..... WMDN Midland
 Barrette, Myrtle..... WHDE Houghton
 Bartlett, Huchene..... WJLM, Lansing
 Bellstrom, Barbara..... WDMJ, Marquette
 Clark, Mrs..... WJL, Detroit
 Cress, Barbara..... WHFB, Benton Harbor
 Kitchen Klub, Women in the News

Curtiss, Lillian..... WFYC, Alma
 Dimpel, Gertrude..... WCEN, Mt. Pleasant
 Fontaine, Margaret..... WSOO, South Ste. Marie
 Funnian, Mary Lou..... WKXX, Saginaw
 Harris, Fran..... WWJ, Detroit
 Hill, Jean..... WHTC, Holland
 Holmgren, Lois R..... WJPD, Ishpeming
 Isaac, Rose..... WJMS, Ironwood
 Keller, Connie..... WBCB, Bath Creek
 Lewis, June..... WJEF, Grand Rapids
 Lindbert, Algen..... WAHL, Adrian
 McBride, Jean..... WWJ-TV, Detroit
 McCarty, Mary Catherine..... WJBC, Flint
 McGuire, Alfreda..... WJBM, Jackson
 McMullen, Ardy..... WHAR, Rogers City
 Melrose, Edythe Fern..... WXYZ-WNYZ-TV, Detroit
 Miller, Nadine..... WLAJ, Grand Rapids
 Orth, Dolores..... WTVB, Goldwater
 Peil, Margaret..... WKZO, Kalamazoo
 Runyon, Kay Three Corner Club

WOOD, Grand Rapids
 Ryan, Polly..... WFUP, Grand Rapids
 Sloan, Wilma..... WKLA, Ludington
 Sommers-Die, Shirley..... WDMJ, Marquette
 Sprague, Miss..... WFYC, Alma
 Tuttle, Lee..... WHS, Lansing
 Wright, Bess..... WKMH, Dearborn

Minnesota

Aldrich, Darragh..... WGO, Minneapolis
 Anderson, Fran..... KXRA, Alexandria
 Bayne, Barbara..... WLOL, Minneapolis
 Baustian, Evelyn..... KRDX, Crookston
 Begich, Celia..... WEVE, Eveleth
 Brown, Elizabeth..... KDAL, Duluth
 Butler, Gwen..... KBUN, Bemidji
 Codd, Jeanette..... KSCM, Farmington
 Frydenlund, Mera Ballus..... KDHL, Fairbairn
 Given, Margorie..... KLER, Rochester
 Gordon, LaVerne S..... WLDY, Minneapolis
 Gran, Hilda..... KEYD, Minneapolis
 Haebler, Arleth..... WTPN, Minneapolis
 McBride, Alys Nae..... WHLB, Virginia
 Michaels, Roxanne..... KWAD, Wadena
 Miller, Mary..... KROC, Rochester
 Peggy, Jo..... KGDE, Fergus Falls
 Peters, Irene..... KWLM, Willmar
 Robinson, Jane Windom..... KNUL, New Ulm
 Stembach, Lorraine..... KWQA, Worthington
 Stevens Darlene..... KBMW, Breckenridge
 Stewart, Becky Ann..... WPBC, Minneapolis
 Sugg, Helen..... WRON, Clarksdale
 Tranz, Kathleen..... WHLB, Virginia
 Webb, Annabel..... KSM, Farmington
 Westrom, Laurel..... KPAM, St. Cloud
 Wright, Gloria..... KLEUN, Beardian

Mississippi

Cole, Gerry..... WHOB, Philadelphia
 Cooke, Joyce..... WJMB, Brookhaven
 Dawley, Dorothy..... WSFL, Jackson
 Jackson, Judy..... WJNN, Jackson
 Lee, Marjorie..... WRB, Jackson
 Newkirk, Grace Lee..... WSFL, Jackson
 Taylor, Ida Mae Lathem..... WNAG, Grenada
 Vance, Sue..... WFOR, Hattiesburg

Missouri

Carter, Kay..... RWGO, Poplar Bluff
 Curran, Belle..... KFRL, Columbia
 Dailey, Janet..... KXLA, St. Louis
 Dressler, D. A..... KXEO, Mexico
 Drescher, Janet..... KJMO, Hannibal
 Ellis, Carohne..... KMBW, KFRM, Kansas City
 Goode, Nancy..... KFRM, KMBW, Kansas City
 Roman, Patricia..... KSTL, St. Louis

Lea, Sandra..... WHB, Kansas City
 Logan, Martha..... WHB, Kansas City
 Martin, Luther W..... KTTR, Rolla
 Munsch, Louise..... WFW, St. Louis
 Norton, Mary..... KBOA, Kennett
 Randall, Fern..... KNEM, Nevada
 Rice, Fay..... KFEO, St. Joseph
 Rodgers, Jane..... KXEO, Mexico
 Sands, Fern..... KWRE, Warrenton
 Shepp, Dotth..... KJMO, Carthage

Montana

Finley, Alice..... KGCC, Sidney
 Fitzwater, Jean..... KGEZ, Kalispell
 Hoyle, Joan..... KGOV, Missoula
 Jennings, Margorie Mrs..... KGOV, Missoula
 Hines, Kay..... KBMY, Billings
 Kelly, Dorothea L..... KKLO, Lewistown
 McCartney, Maida H..... KOJM, Havre
 McCarbush, Mizi..... KOJK, Butte
 Mansur, Charlotte..... KXGN, Glendive
 Ryan, Helen..... KANA, Anaconda

Nebraska

Albison, Mayme..... KBOB, Omaha
 Barnes, Kay..... KGFV, Kearney
 Bohlsen, Martha, Home Service Director
 WOW-TV, Omaha
 Burbank, Vannie..... KOHY, North Platte
 Heyne, Elsie..... KWBE, Beatrice
 Lambert, Verona..... KRTV, Omaha
 Lanes, Dorothea..... KOLN, Lincoln
 Moore, Mary..... WJAG, Norfolk
 Nekula, Lydia..... KFOR, Lincoln
 Nelson, Marlene..... KGFV, Kearney
 Nelson, Lavawn..... KHAS, Hastings
 Shry, A. Hester..... KCOW, Alliance
 Sullivan, Jean..... KOWL, Omaha

Nevada

Deakin, Ruth..... KLAS, Las Vegas
 Gates, Helen..... KRAM, Las Vegas
 Smith, Roz..... KOLO, Reno

New Hampshire

Anderson, Mrs. Myrtle..... WMOU, Berlin
 Ayer, Esther..... WMFR, Manchester
 Casseboom, Adeline..... WFEA, Manchester
 Dumont, Phyllis..... WHEB, Portsmouth
 Dyke, Mrs. Harriet..... WTSV, Champron
 Lee, Cynthia, Ann Kopka..... WPTV, Nashua
 Redington, Ruth..... WKNE, Keene
 Stackpole, Connie..... WKBB, Manchester
 Tracy, Vera..... WKXL, Concord
 Wade, R. Ruth..... WKNE, Keene

New Jersey

Benn, Ruth..... WATV, Newark
 Bentley, Mary..... WMTR, Morristown
 Freedland, Mildred..... WAFD, Atlantic City
 James, Mary..... WCAM, Camden
 N. J. Hartman, Hazel..... WJPG, Atlantic City
 Masi, E. Marie, Rooftop Radio
 WHBL, Newark
 N. J. Mixer, Jan..... WWSN, Bridgeton
 Wilson, C. Mary..... WTTM, Trenton

New Mexico

Abeys, Virginia..... KGGM, Albuquerque
 Eagar, Barbara..... KOBJ-TV, Albuquerque
 Marks, Beo..... KVER, Albuquerque
 Sinder, Margaret..... KOBJ, Albuquerque
 Suthers, Dillon..... KTNM, Tucuman

New York

Adams, Grace..... WENT, Gloversville
 Adams, Susan..... WABD-TV
 Aiello, Mildred A..... WOKO, Albany
 Arch, Shirley..... WHLD, Niagara Falls
 Bartlett, Edna..... WJEM, Buffalo
 Bone, Connie..... WWSO, Glens Falls

• • • Woman Commentators-Home Economists—Radio-TV • • •

Bergin, Polly.....WVOS, Liberty
 Bolin, Dorothy.....WGVA, Geneva
 Britt, Katharine Norton, You and Your Family
 WBEN-TV, Buffalo
 Brooks, Martha.....WRGB, WGY, Schenectady
 Brown, Margo.....WDOS, Oneonta
 Burbank, Sara.....WBNF, Binghamton
 Burt, Ellen T.....WIBX, Utica
 Cherry, Mary.....WGY, Schenectady
 Craig, Nancy, Woman of Tomorrow.....ABC
 Deane, Martha.....WOR, New York
 DeGre, Muriel.....WEOK, Poughkeepsie
 Dettinger, Alma.....WQXR, New York
 Di Laura, Mary.....WJLL, Niagara Falls
 Drooz, Elaine.....WROW, Albany
 Erickson, Catherine L.....WJOC, Jamestown
 Fagan, Jeanne.....WXRA, Buffalo-Kenmore
 Frederick, Pauline.....ABC
 Gale, Marian.....WLEA, Hornell
 Griffin, Betty Cushing.....WIBX, Utica
 Grover, Gertrude.....WHCU, Ithaca
 Gunderman, Grey.....WNEZ, Saranac Lake
 Halpin, Josephine.....WINS, New York
 Harris, Betty.....WVET, Rochester
 Haynes, Mary.....WFAA, White Plains
 Hitchcock, Penny.....WWSG, Glens Falls
 Holland, Joan.....WHEN, Syracuse
 Johnson, Maggie.....WABD-TV, New York
 Keaton, Reggie.....WGR, Buffalo
 Kilgallen, Dorothy.....WOR, New York
 Kraus, Betty.....WIRY, Plattsburg
 Lee, Beth.....WPTR, Albany
 Lee, Carol.....WJTN, Jamestown
 Lewis, Joan.....WKAL, Rome
 McBride, Mary Margaret.....ABC
 McCann, Dora & Alfred, Jr.....WOR, New York
 McCarthy, Josephine.....WBNF, New York
 McConnell, Helen.....WFBC, Dunkirk
 McConnell, Jessie.....WHLB, Niagara Falls
 May, Ruth.....WDOS, Oneonta
 Miller, Mildred Meeker, Meet the Millers
 WBEN-TV, Buffalo
 Morse, Margaret.....WSNY, Schenectady
 Neville, Helen.....WKBW, Buffalo
 Niland, Nancy.....WUSJ, Lockport
 Norris, Kathi.....WNBT, New York
 O'Connor, Fran.....WKOP, Binghamton
 Parry, Betty.....WXXW, Albany
 Peoples, Trudy.....WWOL, Buffalo
 Petrova, Madam Olga.....WKBS, Oyster Bay
 Reichardt, Jeannette.....WPIX, New York
 Robinson, Dottie Baker
 WENE, Binghamton-Endicott
 Rogers, Ann.....WHAM, Rochester
 Roosevelt, Mrs. F. D.....WNBC, New York
 Rowe, Ruth.....WOR-TV, New York
 Schneider, Joan.....WFAS, White Plains
 Shanks, Dorothy.....WEBR, Buffalo
 Sherwood, Lorraine.....WOR, New York
 Slade, Jean M.....WHEN, Syracuse
 Sternberger, Estelle M.....WLIB, New York
 Stevens, Elizabeth.....WENE, Binghamton-Endicott
 Swanson, Gloria.....WOR, New York
 Tomlinson, Lovell.....WKIP, Poughkeepsie
 Toback, David.....WCBA, Corning
 Welles, Barbara.....WOR, WOR-TV, New York
 Winchell, Eileen M.....WKRT, Cortland
 Work, Sally.....WBEN, Buffalo

North Carolina

Blalock, Betty Jane.....WTOB, Winston-Salem
 Blocker, Edith.....WJRI, Lenoir
 Bullock, Jane.....WPIK, Durham
 Benfield, Mildred C.....WSIC, Statesville
 Carty, Leona.....WSSB, Durham
 Cole, Frances.....WSTS, Southern Pines;
 WWGP, Sanford
 Conrad, Maxine.....WTNC, Thomasville
 Cornwell, Mary.....WHCC, Waynesville
 Daye, Sunny.....WLOS, Asheville
 Denny, Fanny P.....WAIR, Winston-Salem
 Eason, Pauline O.....WCKB, Dunn, N. C.
 Edens, Naomi.....WLTC, Gastonia
 Eldon, Polly.....WSTP, Salisbury
 Gilmore, Ann.....WSOC, Charlotte

Gould, Dorothy R.....WJNC, Jacksonville
 Hudgins, Virginia.....WLOE, Leaksville
 Hudson, Gernell.....WMNC, Morganton
 Jarman, Frances.....WDNC, Durham
 Johnston, Margaret.....WCPS, Tarboro
 McDonald, Flora.....WSTS, Southern Pines
 McGlamory, Edith.....WEGO, Concord
 Mendenhall, Ann.....WSSB, Durham
 Mitchell, Bendita.....WSIC, Statesville
 Parks, Mary.....WJRI, Lenoir
 Prossy, Harriet.....WPTF, Raleigh
 Ross, Hazel.....WPRC, Reidsville
 Smith, Margaret A.....WIRC, Hickory
 Washburn, Bett.....WBBB, Burlington
 Weathers, Doris C.....WFPV, Fuquay Springs
 Young, Ruth.....WHIT, New Bern

North Dakota

Graham, Peg.....KDIX, Dickinson
 Konnovsky, Rosella.....KJLPM, Minot
 Stabeller, Shirley.....KGCU, Mandan

Ohio

Adams, Carol.....WHBC, Canton
 Adamson, Hap.....WERE, Cleveland
 Alexander, Marion.....WADC, Akron
 Beath, Lib.....WBEX, Chillicothe
 Bahman, Alice Mrs.....WIZE, Springfield
 Birbeck, Joyce.....WLIO, E. Liverpool
 Bolin, Lu.....WJEL, Springfield
 Brown, Gloria.....WNBK, WTAM, Cleveland
 Brown, Jane.....WWSO, Springfield
 Carson, Vivian, Magic Tele-Kitchen
 WLW-T, Cincinnati
 Coon, Dorothy.....WTOL, Toledo
 Cooper, Madge.....WWRN, Marion
 DeLucia, Camillo, Neapolitan Serenade
 WSTV, Steubenville
 Dingenary, Ann.....WICA, Ashtabula
 Dunn, Jeanne.....WTRF, Bellaire
 Engle, Louella.....WPPB, Middletown
 Evans, Marge.....WWST, Wooster
 Ez & Chet.....WWST, Wooster
 Polson, Dorothy.....WPAY, Portsmouth
 Frederick Lois C.....WOHI, East Liverpool
 Funnell, Mildred.....WTAM, WNBK, Cleveland
 Fusco, Helen.....WRFD, Worthington
 Garner, Charlotte.....WCKY, Cincinnati
 Goodwin, Gretchen.....WHKK, Akron
 Hanson, Eleanor.....WHK, Cleveland
 Hausman, Elaine.....WMAN, Mansfield
 Henzel, Betty.....WBBW, Youngstown
 Horstman, Betty Ann.....WIMG, Dayton
 Houston, Jip.....WHKC, Columbus
 Hunter, Harding Sarah.....WDOK, Cleveland
 Kinnart, Marge.....WWST, Wooster
 Lyons, Ruth.....WLW-T, Cincinnati
 Magno, Nina.....WADC, Akron
 Meese, Wanda.....WAND, Canton
 Miller, Frieda.....WTOB, Toledo
 Monroe, Mary.....WCKY, Cincinnati
 Mullin, Esther.....WGAR, Cleveland
 Nichols, Sherrill Judy.....WDOK, Cleveland
 Patterson, Virginia.....WLW-D, Dayton
 Reed, Janet.....WSTV, Steubenville
 Rice, Patricia.....WCLT, Newark
 Roof, Rita.....WFIN, Findlay
 Sharp, Fern.....WBNS, WBNS-TV, Columbus
 Shea, Jeanne.....WLW-C, Columbus
 Shepard, Jeanne.....WLEB, Sandusky
 Soule, Mildred.....WHOM, Hamilton
 Stanko, Ruby.....WHOK, Lancaster
 Stevens, Jane.....WJW, Cleveland
 Straker, Easter.....WIMA, Lima
 Thomas, Anne.....WKRC-TV, Cincinnati
 Thomas, Gretchen.....WEOL, Lorain-Elyria
 Troutvine, Fern.....WPGF, Middletown
 Turley, Helen.....WKRC-TV, Cincinnati
 Van Allstein, Earl.....WTNS, Coshocton
 Weston, Alice.....WXEL, Cleveland
 Wilcox, Marian.....WLOK, Lima
 Woods, Ginny.....WSPD, WSPD-TV, Toledo
 Worstall, Berger Mary.....WSTV, Steubenville
 Wulf, Marianne.....WERE, Cleveland
 Zanes, Edwina.....WBNS-TV, Columbus

• • • **Woman Commentators-Home Economists—Radio-TV** • • •

Oklahoma

Bannister, Joy.....KFMJ, Tulsa
 Blamar, Estelle.....KVOO, Tulsa
 Croft, Vera.....KFTL, Tulsa
 Douglas, Anita.....KGFF, Shawnee
 Fountain, Ann.....KOME, Tulsa
 Harvey, Jean.....KRCR, Enid
 Hopkins, Mary Lou.....KRMG, Tulsa
 Hughes, Betty.....KSMI, Seminole
 Lewis, Dorothy.....KOTV, Tulsa
 McCartney, Marge.....KAKC, Tulsa
 McCollough, Mary.....KOTJ, Hobart
 McLatyer, Mary Jo.....KOME, Tulsa
 Mahoney, Ann.....KOTV, Tulsa
 Moore, Eva.....KTMC, McAlester

Oregon

Ainley, Mary Agnes.....KOOS, Coos Bay
 Brugman, Betty.....KYJC, Medford
 Cronm, Marian.....KFJL, Klamath Falls
 Fredericksen, Ioxie.....KPOJ, Portland
 Glenn, Mary.....KFJL, Klamath Falls
 Jennings, Ann.....KMED, Medford
 Konrad, Kay.....KOOS, Coos Bay
 Lauritzen, Laurie.....KGOB, Oregon City
 Nideyer, Laura.....KASH, Eugene
 Paige, Emeline.....WPOR, Portland
 Robbfs, Evelyn.....KORF, Eugene
 Stroh, Ramona.....KODL, The Dalles
 West, Kay.....REX, Portland

Pennsylvania

Adrian, Margaret.....WLAN, Lancaster
 Angel, Janet.....WCMR, Lemoyne
 Cramer, Alma.....WARD, Johnstown
 Criss, Verna.....WEEU, Reading
 Cullon, Ann.....WSCR, Scranton
 Dinker, Jane E.....WNOW, York
 Durante, Mary.....WFLL-TV, Philadelphia
 Everhart, Helen.....WHUR, Hanover
 Forman, Lynn.....WAKM, Scranton
 Foster, Eleanor R.....WHUN, Huntingdon
 Fry, Betty.....WGPA, Bethlehem
 Gardner, Evelyn.....KDKA, Pittsburgh
 Germer, Eleanor.....WHOL, Allentown
 Gibson, Jane.....WKV, Pittsburgh
 Goddard, Betty.....WISR, Butler
 Hadley, June.....WNAS, Norristown
 Hanna, Edna.....WLAN, Lancaster
 Harper, Zella Drake.....WIBG, Philadelphia
 Hart, Helen.....WHVR, Hanover
 Heckman, Nan.....WEEU, Reading
 Herzog, Helen.....WRAP, WAEB, Allentown
 Hill, Ann.....WACH, Kittanning
 Huey, Lois M.....WJSW, Altoona
 Johnston, Marion.....WMLB, Uniontown
 Jones, Mary.....WFLL, WFLL-TV, Philadelphia
 Kerr, Shirley.....WKSP, New Castle
 Kohr, June.....WBPZ, Lock Haven
 Kooncy, Josephine.....WFBG, Altoona
 Krueger, Roseella.....WESB, Bradford
 Kurtz, Mary Ellen.....WLBK, Lebanon
 Lee, Anne.....KYW, Philadelphia
 Lee, Toni.....WKPA, New Kensington
 Kindarian, Jeanne S.....WVAM, Altoona
 Lloyd, Rhona.....Chester, Pa.
 Lynn, Eve.....WHAT, Philadelphia
 McKeekin, Marilyn.....WEDO, McKeesport
 Mechiek, K.....WLOA, Braddock
 McKley, Lillian.....WHGB, Harrisburg
 Mulrooney, Margaret M.....WQAN, Scranton
 Nemeth, Margaret.....WCPA, Clearfield
 Short, Della.....WNAR, Norristown
 Shortz, Sally.....WBAX, Wilkes-Barre
 Slotta, Helen.....WPIC, Sharon
 Steeger, Nancy.....WBAX, Wilkes-Barre
 Trobe, Gertrude B.....WRYP, Beaver Falls
 Uerich, Alberta M.....WMAJ, State College
 Ward, Dotie.....WBSL, Shamokin
 Webster, Gladys.....WCAP, WCAP-TV, Philadelphia
 Welles, Ruth.....KYW, Philadelphia
 Westbrook, Bobby.....WVPO, Stroudsburg

Yable, Hy.....WICU-TV, Erie
 Yorke, Joe.....WPAM, Pottsville

Rhode Island

Clement, Cecil P.....WRJM, Newport
 Gunning, Betty.....WFCI, Providence
 Mac Neel, Marion.....WERI, Westerly
 Wallace, Carolyn.....WEAN, Providence

South Carolina

Allen, Barbara.....WCOS, Columbia
 Baum, Pearl, "Pearl Baum Says".....WCSC, Charleston
 Bigley, Wilma W.....WALD, Walterboro
 Bishop, Elaine.....WOLS, Florence
 Coggin, Marona.....WKDK, Newberry
 Collins, Mrs. Kay.....WIS, Columbia
 Dale, Betty.....WMRA, Myrtle Beach, S. C.
 Dalton, Jane.....WSPA, Spartanburg
 Davis, Alna D., "Jeanette Movie Reporter".....WCSC, Charleston
 Delzell, Manne.....WGTN, Georgetown
 Eaton, Marguerite M.....WJMX, Florence
 Herrick, Mrs. Ellie.....WORD, Spartanburg
 Lang (ex) Miss Louise.....WIS, Columbia
 Lid, Helen F.....WRHL, Rock Hill
 Lyon, Sandra.....WPAL, Charleston
 McDonald, Betty.....WCS, Greenwood
 Miller, Mrs. Vera.....WGD, Chester
 Parrott, E.....WPGN, Gaffney
 Rhott, Abena.....WVMA, Charleston
 Serugas, Marilyn F.....WBCL, Union, S. C.
 Smith, Viola.....WJMX, Florence
 Wentworth, Alice.....WLAN, Charleston
 Williams, Nancy B.....WDKB, Kingstree, S. C.
 Wynant, Alice.....WFBC, Greenville

South Dakota

Baxter, Bee.....KSOX, Sioux Falls
 Helgate, Helen.....KSDN, Aberdeen
 Horton, Marie.....KELO, Sioux Falls
 Kempkes, David J.....KLIB, Sioux Falls
 McCullum, Audrey.....KWAT, Watertown
 Moore, Mrs. Lois.....KISD, Sioux Falls
 Speer, Wynne.....WNAX, Vankton
 Starr, Donna.....KORN, Mitchell

Tennessee

Beadley, Miss Juanita.....WOPL, Bristol
 Brook, Para Lee.....WNOX, Knoxville
 Browne, Olivia.....WMC, Memphis
 Bullock, Jane.....WTIK, Durham
 Conrad, Chris.....WAGC, Chattanooga
 Ford, Anne Lou.....WHLS, Gallatin
 Foster, Miss Geraldine.....WPLJ, Jackson
 Friberg, Alice F.....WHHL, Johnson City
 Hamilton, Mrs. Martha.....WJZM, Clarksville
 Hardeman, Helen.....WHIN, Gallatin
 Love, Nancy.....WDEP, Chattanooga
 Monroe, Willa.....WDLA, Memphis
 Mulhern, Mary Jo.....WTJS, Jackson
 Overby, Georgi.....WMTF, McMinnville
 Parker, Helen.....WHBQ, Memphis
 Prescott, Mary.....WJIG, Tullahoma

Texas

Adkins, Denise.....KMAE, McKinney
 Abright, Alberta Mae.....KSWA, Graham
 Arnold, Frances.....WFAW, College Station
 Barnard, Edna.....KWTX, Waco
 Bury, Alice.....KEPO, El Paso
 Benell, Julie.....WPAA, WFAA-TV, Dallas
 Bradford, Betty.....KVIC, Victoria
 Beech, Patricia.....KVIC, Victoria
 Brittan, Mrs. Odu.....KTRF, Lufkin
 Brown, Mildred.....KBST, Big Spring
 Bush, Janet.....KGYL, Groesville
 Carter, Charlolee.....KSEL, Lubbock
 Carter, Joan.....KEPO, El Paso
 Chessher, Faye.....KWED, Seagr

• • • Woman Commentators-Home Economists—Radio-TV • • •

Clark, Helen.....KBBC, Abilene
 Dietze, Charlice.....KCFH, Cuero
 Dooley, Dorothy.....KFDX, Wichita Falls
 Doss, Thelma.....KORC, Mineral Wells
 Duke, Jerry.....KDDD, Dumas
 Gordon, Violet.....KSFA, Nacogdoches
 Green, Connie.....KBOR, Brownsville
 Greene, Nona Lou.....WBAP, Ft. Worth
 Harris, Frances Kay.....KGBC, Galveston
 Harris, Jo Ann.....KSTA, Coleman
 Hawkins, Louise.....KIUN, Pecos
 Healy, Mrs. Tim.....KIXL & KIXL FM, Dallas
 Huffman, Glenda.....KECK, Odessa
 Ingraham, Mary Margaret.....KSIJ, Gladewater
 Johnson, Gerry.....KRLD, KRLD-TV, Dallas
 King, Virginia.....KXYZ, Houston
 Lakey, Mary Alice.....KOGT, Orange
 Lee, Mrs. Carroll.....KECK, Odessa
 Lee, Ellen D'Voc.....KCLE, Cleburne
 Lenox, Bonnie.....KGKB, Tyler
 Lightfoot, Mary.....KREL, Baytown
 McAlister, Louise.....KFYO, Lubbock
 McDonald, Margaret, What's Cooking

WBAP, WBAP-TV, Fort Worth
 McDonald, Martha.....KRLD-TV, Dallas
 McDonnell, Margaret.....KOSA, Odessa
 Maginnis, Alma.....KGBS, Harlingen
 Rodman, Earnest Dean.....KTXC, Big Spring
 Rose, Peggy.....KOGA, Kilgore
 Schultz, Anne.....KDNT, Denton
 Shaw, Monette, Your TV Shopper
 KEYL, KABC, San Antonio
 Simon, Ann.....KDET, Center
 Slaughter, Betty Jo.....KINW, Kingsville
 Smart, Ann O.....KBBC, Abilene
 Stevens, Donna.....KLVTV, Levelland
 Test, Sally.....KKOX, Sweetwater
 Thompson, Polly.....KSWA, Graham
 Tipton, Jacqui.....KVKM, Monahans
 Tollett, Mary Nell.....KIBL, Beeville
 Wade, Virginia.....KRIC, Beaumont
 Watson, Zaidee.....KTRE, Lufkin
 Weaver, Carol.....WRR, Dallas
 West, Ruth Barbara.....KELP, El Paso
 Whitson, Othell.....KVOW, Littlefield
 Wright, Gerry.....KWFT, Wichita Falls

Utah

Masters, Margaret.....KSL-TV, Salt Lake City
 Mower, June.....KOVO, Provo
 Owen, Gordon.....KALL, Salt Lake City
 Paige, Francis.....KALL, Salt Lake City
 Patterson, Mitzi.....KMUR, Murray
 Shafer, Betty.....KSL-TV, Salt Lake City

Vermont

Byrne, Betty.....WSKI, Montpelier
 Casey, Wynne.....WJOY, Burlington
 Cole, Tracy W.....WWSR, St. Albans
 Dodd, Virginia C.....WDEV, Waterbury
 Dow, Marjorie.....WTWN, St. Johnsbury
 Nowlin, Eleanor.....WCAJ, Burlington
 Spargo, Mary.....WCAX, Burlington

Virginia

Alexander, Mildred.....WGH, Newport News
 Barton, Ginny.....WFAJ, Falls Church
 Brown, John.....WHYU, Newport News
 Butler, Barbara Ann.....WJMA, Orange
 Fairchild, Emily.....WBTM, Danville
 Furst, Mary Louise.....WINA, Charlottesville
 Garrett, Patsy.....WLEE, Richmond
 Harding, Barbara.....WMVA, Martinsville
 Joiner, Frank.....WLOW, Norfolk
 Lindamood, Virginia.....WSVA, Harrisonburg
 Mac Pherson, Marie Merkle.....WEAM, Arlington
 Munns, Aloyise.....WYVE, Wytheville
 Penner, Naney.....WLOW, Norfolk
 Poindexter, Ella L.....WHLF, South Boston
 Roberts, Lyn.....WWOOD, Lynchburg
 Sherrin, Jackie, Jackie Sherrin Show
 WDVA, Danville
 Wilson, Sue.....WREL, Lexington
 Wright, Climene.....WDBJ, Roanoke

Washington

Brown, Beverly.....KIT, Yakima
 Bushnell, Lillian.....KIMA, Yakima
 Bussard, Mrs. Adelaine.....KWWB, Walla Walla
 Dennis, Shirley Ray.....KRKO, Everett
 Dononvan, Bea.....KING-TV, Seattle
 Earl, Jean.....KONP, Port Angeles
 Hayes, Fern.....KVAN, Vancouver
 Hughes, Mae.....KPQ, Wenatchee
 Jewell, Adeline.....KGY, Olympia
 Johnson, Lois.....KXRO, Aberdeen
 Keller, Beverly.....KPKW, Paseo
 Kendall, Marjorie.....KXLE, Ellensburg
 Langyll, Mrs. Vicki.....KELS, Longview
 Lee, Dorothy.....KPQ, Wenatchee
 McCloy, Ruth.....KOMO, Seattle
 May, Katherine.....KIT, Yakima
 Smith, Jeanne.....KPUG, Bellingham
 Storme, Edna.....KGA, Spokane
 Wilson, Kay.....KGA, Spokane
 Wise, Elaine.....KVOS, Bellingham
 Wise, Katherine.....KOMO, Seattle
 Yearsley, Julie.....KBRG, Mount Vernon

West Virginia

Bartlett, Helen.....WBLK, Clarksburg
 Camp, Elizabeth.....WCHS, Charleston
 Dunley, Jean.....WEPM, Martinsburg
 Edworthy, Judith.....WGVK, Charleston
 Greig, Sioux H.....WJLS, Beckley
 Haden, Evelyn.....WKWK, Wheeling
 Haid, Mary.....WMMM, Fairmont
 Hickman, Evelyn.....WWYO, Pineville
 Hicks, Eve.....WWYO, Pineville
 Kercheval, Mary.....WSAZ, Huntington
 Kitchen, Betty.....WMON, Montgomery
 McGary, Ruth.....WPAE, Parkersburg
 Bross, Jane.....WCHS, Charleston
 Stull, Phyllis.....WOAY, Oak Hill
 Wolfe, Shirley Spradlin.....WTIP, Charleston

Wisconsin

Allen, Marjorie.....WRJN, Racine
 Arlene.....WDLB, Marshfield
 Baron, Betty.....WISC, Madison
 Bennett, Vernie.....KSEM, Moses Lake
 Brown, Jeanne.....WLDT, Ladysmith
 Bruner, Charlotte.....WFHR, Wisconsin Rapids
 Quintal, Betty.....WDUZ, Green Bay
 Spracklin, Nora.....KWYO, Sheridan
 Winner, Betty.....WOKY, Milwaukee

Wyoming

Birkes, Mary Jean.....KODI, Cody
 Clausen, Harriet.....KOVE, Lander
 Mc Omie, Mrs. Del.....KOVE, Lander
 Shelton, Kay.....KOWB, Laramie

Alaska

Briggs, Ruth A.....KENI, Anchorage
 Flenning, Nancy.....KFQD, Anchorage
 Meredith, Muriel.....KIFW, Sitka
 Richards, Kathy.....KFRB, Fairbanks
 Rose, Zelma.....KPAR, Fairbanks
 Sheldon, Marjorie.....KENI, Anchorage

Hawaii

Bradley, Phyllis.....KMVI, Wailuku, Maui
 Quear, Lucille.....KIPA, Hilo

Porto Rico

Barrios, Digna Olivero.....WCMN, Arecibo
 Carbia, Vilna.....WAPA, San Juan, P. R.
 Delgado, Paulita.....WVJP, Caguas
 De Martinez, Blanca Luna.....WORA, Mayaguez
 Diaz, Carmen Rosa.....WIAJ, San Juan
 Pales, Esther.....WIAJ, San Juan

Managers and Agents

*Address and Telephone Numbers of Talent Representatives
in New York, Los Angeles and Chicago*

27



NEW YORK



Affiliated Artists
20 East 54th St. PLaza 3-1862

Alexander, Willard, Inc.
30 Rockefeller Plaza Circle 6-4224

All America Artists, Inc.
1819 Broadway Circle 6-6646

Appel, James S.
400 Madison Ave. Plaza 3-7840

Ashley, Ted
545 Fifth Ave. Murray Hill 7-0576

Becker, V. S. Advertising Service
502 Fifth Ave. Luxembourg 2-1010

Besny, Harry
254 W. 54th St. Plaza 3-6733

Briscoe & Goldsmith, Inc.
522 Fifth Ave. Murray Hill 2-6244

Brooks, Ted
131 East 57th St. Plaza 9-1314

Chase, Cleveland B. Co., Inc.
424 Madison Ave. Eldorado 5-1591

Coe, Roberts Associates
366 Madison Ave. Vanderbilt 6-3417

Collins, Ted
1819 Broadway Circle 7-0094

Columbia Artists Management, Inc.
113 West 57th St. Circle 7-6900

Consolidated Radio Artists, Inc.
30 Rockefeller Plaza Columbus 5-3580

Cooper, Frank Associates
521 Fifth Ave. Vanderbilt 6-5661

DeGroot, Roy Consultants, Inc.
551 Fifth Ave. Murray Hill 7-9135

Ebbins, Milt
1270 Sixth Ave. Circle 7-2160

Evans & Weinhold
113 West 57th St. Circle 7-6900

Fadiman Associates, Ltd.
1501 Broadway Laekawanna 4-3544

Famous Artists Corp. of N. Y.
610 Fifth Ave. Circle 7-6200

Fanchon & Marco, Inc.
1501 Broadway Chickerang 4-3956

Fenton, Mildred
40 East 49th St. Plaza 9-8266

Ferman Flakoll Agency
1569 B'way Hudson 2-1031

Frederick Bros. Agency, Inc.
67 W. 110th St. Murray Hill 7-2033

Gabbe, Lutz & Heller
1619 B'way Circle 5-7998

Gale, Inc.
48 West 48th St. Plaza 7-7100

General Artists Corp.
1270 Sixth Ave. Circle 7-7543

Getts, Clark H.
430 Park Ave. Plaza 0-0910

Gibbs, John E. & Co.
30 Rockefeller Plaza Columbus 5-7504

Glaser, Joe, Inc.
745 Fifth Ave. Plaza 9-4600

Goodman, Martin
Warwick Hotel Hudson 6-1180

Greshler, Abner J.
1270 Sixth Ave. Circle 7-3025

Grossman, Al
1270 Sixth Ave. Circle 5-8432

Haensel & Jones
113 West 57th St. Circle 7-6900

Hallo, Sylvia
711 Fifth Ave. Plaza 9-6000

Hanna, Mark
654 Madison Ave. Templeton 8-8730

Hayward, Leland, Ltd.
250 W. 57th St. Hudson 6-2589

Hurok Attractions, Inc.
711 Fifth Ave. Plaza 9-6000

International Artists Corp.
420 Madison Ave. Plaza 9-7490

Kara, Estella H.
49 West 15th St. Luxembourg 2-2170

Sonny Kendis, Inc.
1776 B'way Plaza 7-7979

Kerr, Bob
1270 Sixth Ave. Columbus 5-8051

Leddy, Mark J.
18 West 18th St. Plaza 7-3760

Lengel, William C. Literary Associates
67 West 119th St. Murray Hill 2-3606

Lipset, Benjamin B.
1350 Broadway Chickerang 4-2166

Leipzig, Syd
730 Fifth Ave. Circle 5-7980

Management Corp. of America
598 Madison Ave. Plaza 9-7500

William McGaffrey Agency
594 Madison Ave. Eldorado 5-1076

Metro Artist Bureau
530 110th Ave. Circle 6-8470

Michaud, Arthur T.
1619 Broadway Circle 7-2900

Mindling, Louis A.
113 West 57th St. Circle 5-5379

Morris, William Agency, Inc.
1270 Sixth Ave. Circle 7-2160

Morrow, Marjorie
1501 Broadway Chickerang 4-0611

Woses, John H.
720 Fifth Ave. Circle 6-2677

Music Corp. of America
598 Madison Ave. Plaza 9-7500

National Concert & Artists Corp.
711 Fifth Ave. Plaza 9-6000

National Radio & Theatrical Bureau
1650 Broadway Hudson 6-3550

North, Meyer B.
1501 Broadway Plaza 7-3415

O'Connor, John
1697 Broadway Circle 5-4920

Okun, Libbian
2 West 67th St. TRifalgar 7-8916

Peed, Earl S.
270 Park Ave. Plaza 8-3161

Pratt, Ben
322 East 50th St. Plaza 8-0593

Richard, Max
1776 Broadway Plaza 7-6414

Roberts, Bob Levitt
806 Seventh Ave. Hudson 6-0925

Roberts, Kay
120 Madison Ave. Plaza 9-7490

Shurr, Louis
1501 Broadway Chickerang 4-8240

Simon, Arthur
120 Madison Ave. Plaza 9-7490

Souvaire, Henry, Inc.
30 Rockefeller Plaza Circle 7-5666

Special Attractions, Inc.
18 West 18th St. Plaza 7-3380

Stanley, Aileen
1619 Broadway Plaza 7-6779

Stark, Wilbur
551 Fifth Ave. Murray Hill 7-6320

Storer, Douglas P.
1270 Sixth Ave. Circle 7-6326

Vallon, Mike
1270 Sixth Ave. Circle 7-0162

Managers and Agents

Waible, Fred
400-A E. 56th St. ELdorado 5-2372
Wilson, Roy
444 Madison Ave. PLaza 9-4961
Wolf Associates, Inc.
420 Madison Ave. PLaza 5-7620
Yost, Ben Enterprises
1650 Broadway CIRCLE 6-6532



LOS ANGELES



Allen Larry, Inc.
6381 Hollywood Blvd. (28) . . . HEmpstead 0421
Bergerman, Stanley & Co.
9029 Brighton Way (B.H.) . . . CRestview 6-3196
Bernie, Herman
208 S. Beverly Dr. (B.H.) . . . CRestview 5-0117
Bloom, Phil, Akey.
8056 Sunset Blvd. CRestview 4-6064
Business Administration Co.
360 N. Camden Dr. (B.H.) . . . CRestview 6-7071
Century Artists, Ltd.
8619 Sunset Blvd. CRestview 1-8131
Columbia Artists Management, Inc.
427 West 5th St. MADison 6-2327
Crosby, Everett N., Ltd.
9028 Sunset Blvd. (46) . . . BRadshaw 2-2771
Dolan, Ken, & Co.
6233 Hollywood Blvd. HOLLYWOOD 9-3558
Famous Artists Corp.
9441 Wilshire Blvd. (B.H.) . . . CRestview 1-5222
Federal Artists Corp.
8734 Sunset Blvd. (46) . . . CRestview 5-5251
Frederick Bros. 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
Nat. C. Goldstone Agency.
9121 Sunset Blvd. (46) . . . CRestview 6-1071
Hamilburg, Mitchell, Jr.
8776 Sunset Blvd. (46) . . . CRestview 5-4171
Irvin, Lou, Inc.
9134 Sunset Blvd. (46) . . . CRestview 1-7131
Jaffe, Sam, Agency.
8553 Sunset Blvd. (46) . . . CRestview 6-6121
Kohner, Paul, Inc.
9169 Sunset Blvd. (46) . . . CRestview 1-5165
Kramer, Earl Agency.
204 S. Beverly Drive (B.H.) . . . CRestview 6-2338
Kurtze, Jack, Agency.
214 N. Canon Dr. (B.H.) . . . CRestview 4-5403
M. C. Levee
9121 Sunset Blvd. CRestview 6-1071
MCA, Ltd.
9370 Santa Monica Blvd. (B.H.)
CRestview 6-2001
McConkey Artists Corp.
Hollywood Roosevelt Hotel (28)
HEmpstead 7141
Morris, Wm., Agency, Inc.
202 N. Canon Drive (B.H.) . . . CRestview 1-6161
National Concert & Artists Corp.
427 W. 5th St. (13) MADison 9-1241
Orsatti Agency, The
9121 Sunset Blvd. CRestview 6-6241
Phillips, Ed Paul, Agency.
6533 Hollywood Blvd. (28) . . . Hillside 8266
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
Rush, Art, Inc.
6277 Selma Ave. (28) Hillside 5161

Saphier, James L., Agency, Inc.
9538 Brighton Way (B.H.) . . . CRestview 1-7231
Salkow, Agency, Ted.
9119 Sunset Blvd. (46) . . . CRestview 1-9134
Sharpe, Don W.
8743 Sunset Blvd. (46) . . . CRestview 6-2044
Schwartz Agency.
8749 Sunset (46) CRestview 4-6301
Shauer, Melville A., Agency.
9120 Sunset Blvd. (46) . . . CRestview 1-1103
Sherman, Edward, Agency.
8580 Sunset Blvd. (46) . . . CRestview 5-0186
The Small Co.
8272 Sunset Blvd. (46) HOLLYWOOD 9-2722
Sturr, Louis Agency.
327 North Rodeo Dr. (B.H.) . . . CRestview 1-1116
Stempel-Olenick Agency.
717 N. La Cienega Blvd. (46) . . . CRestview 1-7141
Winkler, Daniel M.
9470 Santa Monica Blvd. (B.H.)
CRestview 1-7244



CHICAGO



Norman Alexandroff Artists' Bureau
410 S. Michigan Ave. WAbash 2-6761
Associated Booking Corp.
203 North Wabash CEntral 6-9451
Benn Theatrical Agency
64 West Randolph St. DEarborn 2-6850
Billboard Attractions
203 North Wabash CEntral 6-3353
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.
360 N. Michigan Ave. STATE 2-6288
Harry Greben Enterprises
203 North Wabash DEarborn 2-0996
Gumbiner Management Co.
120 S. LaSalle St. STATE 2-0248
Charles E. Hogan
203 North Wabash CEntral 6-2032
Tweet Hogan
203 North Wabash ANdover 3-6910
Jack & Jill Players Radio Artists Co.
180 E. Delaware St. DELaware 7-7334
Lear Productions Corp., Les
139 No. Clark St. FRanklin 2-2100; 2-7840
ANdover 3-7233
Levin, W. Biggie
612 N. Michigan Ave. SUPERIOR 7-0606
Lutz, Estelle, Artists Bureau
25 E. Jackson HArrison 7-3435
Paul Marr Theatrical Agency
203 North Wabash DEarborn 2-7782
McConkey Music Corporation
127 North Dearborn STATE 2-7332
Morris, William, Agency
203 N. Wabash Ave. STATE 2-3632
Morse, Sidney P.
203 N. Wabash Ave. CEntral 6-3353
Music Corporation of America
430 N. Michigan Ave. DELaware 7-1100
Mutual Entertainment Agency, Inc.
203 North Wabash RANDolph 6-6990
National Concert & Artists Corp.
105 W. Adams St. DEarborn 2-5813
Sidney J. Page
203 North Wabash STATE 2-7344
Parks, James & Co.
333 N. Michigan Ave. CEntral 6-7980
Radio Talent, Inc.
410 North Wabash WHITEhall 4-3796
Schuster, Milton
127 North Dearborn St. DEarborn 2-3633
Phil Tyrrell Agency
203 North Wabash FRanklin 2-8665
WLS Artists Bureau
120 W. Washington Blvd. MONroe 6-9700

Play and Story



BROKERS



Los Angeles, Calif.

- Bentel, George**
6606 Sunset Blvd. GRanite 8608
- Bergerman—Breacher Agency**
9629 Brighton Way, B. H. CRestview 6-3196
- Bloom, Phil, Agency**
8506 Sunset Blvd. CRestview 4-6064
- Elwood, Maren, Agency**
4949 Hollywood Blvd. Olympe 4786
- Famous Artists Corp.**
9441 Wilshire Blvd. CRestview 1-5222
- French, Samuel, Inc.**
7623 Sunset Blvd. HEmpstead 3146
- Goldstone, Nat. C.**
9121 Sunset Blvd. CRestview 6-1071
- Jaffe, Sam, Inc.**
8555 Sunset Blvd. CRestview 6-6121
- Herzbrun, Walter, Agency**
9009 Beverly Blvd. (36) CRestview 6-4157
- Irwin, Lou**
9134 Sunset Blvd. CRestview 1-7131
- Kohner, Paul, Inc.**
9169 Sunset Blvd. (46) CRestview 1-5165
- Lichtig & Englander**
8776 Sunset Blvd. CRestview 1-2141
- Literary Corp. of America**
915 N. La Cienega Blvd. (46) CRestview 5-7494
- Morris, William, Agency**
202 N. Canon Dr., Bev. Hills CRestview 1-6161
- Music Corp. of America**
9370 Santa Monica Blvd., B. H. CRestview 6-2001
- Orsatti & Co.**
300 S. Beverly Dr. CRestview 6-6241
- Prentinger, The Ingo, Agency**
204 S. Beverly Dr., B. H. CRestview 6-8775
- Ring, S. E.**
1654 Cherokee GRanite 6412
- Small Co., The**
441 S. Beverly Dr., B. H. CRestview 5-5321
- Small, Paul**
8747 Sunset Blvd. (46) CRestview 1-5246
- Swanson, H. N., Inc.**
8523 Sunset Blvd. CRestview 15115

New York, N. Y.

- American Play Co.**
522 Fifth Ave. MUrray Hill 2-0156
- Bartsch, Hans**
522 Fifth Ave. MUrray Hill 2-0156
- Braudd & Braudd**
191 Park Ave. MUrray Hill 3-5890
- Brown, Curtis, Ltd.**
347 Madison Ave. MUrray Hill 6-6170
- Century Play Co., Inc.**
522 Fifth Ave. MUrray Hill 2-9145
- Fishbein, Frieda**
11 W. 42nd St. LOngaere 5-1379
- French, Samuel**
25 W. 45th St. LUxemburg 2-4700
- Hayward, Leland, Ltd.**
250 W. 57th St. JUdson 6-2580
- International Literary Bureau, Inc.**
11 W. 42nd St. LOngaere 4-5576
- King, Eleanor**
19 W. 44th St. MUrray Hill 2-6390
- Leonard, Claire & Carl Cowl**
516 Fifth Ave. MUrray Hill 7-6782
- Lyons, A. & S., Inc.**
515 Madison Ave. Plaza 3-5181
- Matson, Harold**
39 Rockefeller Plaza CRole 6-2750
- Morris, William, Agency, Inc.**
1270 Ave. of the Americas CRole 7-2160
- National Artists Bureau**
156 W. 44th St. LUxemburg 2-3450
- Paige, Ethel**
Rm. 605, Hotel Edison, 228 W. 47th St.
CRole 6-5900
- Pauker, Dr. Edmond**
1639 Broadway COlumbus 5-1726
- Reynolds, Paul R. & Son**
599 Fifth Ave. MUrray Hill 8-4767
- Salisbury, Leah**
234 W. 44th St. LAckawanna 4-8628
- Taylor, Ethel C.**
55 W. 55th St. CRole 5-8620
- Writers Workshop, Inc.**
280 Madison Ave. LExington 2-9873



AM RADIO PROGRAMS

Titles



Sponsors



Products



Networks



Advertising Agencies

NINETEEN FIFTY



COMPLETE LISTING OF MAJOR NETWORKS COMMERCIAL PROGRAMS OF 1950

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, 1950. 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.B.C.'s of Music, starring Robert Q. Lewis, Ralph Flanagan and Orch.	Liggett and Myers Tobacco Co.	CBS	Cunningham and Walsh, Inc.
A Date with Judy	Revere Camera Co.	ABC	Roche, Williams, and Cleary, Inc.
Adv. of Ozzie and Harriet	Heinz, H. J., Co.	ABC	Maxon, Inc.
Adventures of Philip Marlowe	Wm. Wrigley Jr. Co.	CBS	Arthur Meyerhoff & Co.
Adventures of Philip Marlowe	Ford Dealers of Amer	CBS	P. Walter Thompson Co.
Adventures of the Falcon	Anabist Co., Inc.	MBS	Foote, Cone and Belding, Inc.
Adventures of Sam Spade	Wildroot Co., Inc.	NBC	Batten, Barton, Durstine and Osborn, Inc.
Adventures of Sherlock Holmes	Petri Wine Co.	ABC	Young and Rubicam, Inc.
Alex Drier	Skelly Oil Company	NBC	Henri, Hurst and McDonald, Inc.
A Life in Your Hands	Brown and Williamson Tobacco Corp.	NBC	Russell M. Seeds Co., Inc.

Allan Jackson and the News	Metropolitan Life Insurance Co. Institutional	CBS	Young and Rubicam, Inc.
Allan Jackson and the News	Animal Foundation, Inc. Div. of Maritime Milling Co., Inc. Hunt Club Dog Food	CBS	Comstock, Duffes and Co.
Allan Jackson and the News	Seaman Brothers, Inc. Air Wick	CBS	Wm. H. Weintraub and Co., Inc.
A Memo From Molly	Lucerne Milk Co. Div. of Safeway Stores, Inc. All Products	CBS	J. Walter Thompson Co.
American Album of Familiar Music	Molle Bayer Aspirin, Phillips Milk of Magnesia, Dr. Lyons Tooth Powder	ABC	Dancer, Fitzgerald, Sample, Inc.
American Album of Familiar Music	Sterling Drug Co. Bayer Aspirin, Other Products	NBC	Dancer, Fitzgerald, Sample, Inc.
American Handicap	Lucky Lager Beer Brewing Corp.	CBS	McCann-Erickson, Inc.
American Radio Warblers	American Bird Products 3 Vee Bird Food	MBS	Weaton Barnett, Inc.
Amos 'n' Andy	Lever Brothers Co. Rinso	CBS	Ruthrauff and Ryan, Inc.
Armstrong Theatre of Today	Armstrong Cork Co. Quaker Rugs, Linoleum Products	CBS	Batton, Barton, Durstine and Osborn, Inc.
Armstrong of the S.B.I.	General Mills	ABC	Knox Reeves Ad., Inc.
Arthur Gaeth	United Electrical, Radio and Machine Workers Institutional	ABC	Weinstein Company
Arthur Godfrey Show	Wildroot Co., Inc. All Products. Wildroot Liquid Creme Shampoo	CBS	Batten, Barton, Durstine and Osborn, Inc.
Arthur Godfrey Show	The Toni Co., div. of Gillette Safety Razor Co. Toni Home Permanent Wave, Toni Creme Rinse	CBS	Foote, Cone and Belding
Arthur Godfrey Show	Pillsbury Mills, Inc.	CBS	Leo Burnett Co., Inc.
Arthur Godfrey Show	National Biscuit Co.	CBS	McCann-Erickson, Inc.
Arthur Godfrey Show	Liggett and Myers Tobacco Co., Inc. Chesterfield Cigarettes	CBS	Cunningham & Walsh
Arthur Godfrey Show	Gold Seal Co. Gold Seal Wax Cleaning Products	CBS	Campbell-Mithun, Inc.
Arthur Godfrey Show	Lever Brothers Co. Rinso, Spry	CBS	Ruthrauff & Ryan, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Arthur Godfrey's Talent Scouts	Lever Brothers Co. T. S. - Toilet Tissue Mix	CBS	Young and Rubicam, Inc.
Aunt Jenny	Lever Brothers Co. SPRY	CBS	Ruthrauff and Ryan, Inc.
Aunt Mary	Albers Milling Co. ALBERTS MILLS	NBC	Erwin, Wasey and Co., Ltd.
B			
Backstage Wife	Sterling Drug, Inc. STERLING	NBC	Dancer, Fitzgerald, Sample, Inc.
Back to God	Christian Reformed Church	MBS	Glenn-Jordan-Stoetzel, Inc.
Bekins Hollywood Music Hall	Bekins Van & Storage Co.	CBS	Brooks Adv. Agency
Belmont Stakes Race	Gillette Safety Razor Co.	NBC	Maxon, Inc.
Betty Clark Sings	Ritter, P. J., Co. P. J. RITTER	ABC	The Clements Co., Inc.
Betty Crocker Magazine of the Air	Gold Medal Flour D. F. M. - Maltine Flour Co.	ABC	Dancer, Fitzgerald, Sample, Inc.
Beulah	Procter and Gamble Co. D. F.	CBS	Dancer, Fitzgerald, Sample, Inc.
Big Sister	Procter and Gamble Co. D. F.	CBS	Compton Adv. Agency
Big Town	Lever Bros. Co. - Toilet Tissue	NBC	Sullivan, Stauffer, Colwell and Bayles, Inc.
Bill Henry and the News	Johns-Manville Corp. - Asbestos Fibers	MBS	J. Walter Thompson Co.
Bill Lang	Doubleday and Co. D. F.	MBS	Huber, Hoge and Sons
Bill Lang Show	Doubleday and Co., Inc. D. F.	CBS	Huber, Hoge and Sons

Bill Shadel and the News	Animal Foundations, Inc. Div. of Maritime Milling Co., Inc. Hunt Club Dog Food	CBS	Moser and Coting, Inc.
Bill Shadel and the News	Seeman Brothers, Inc. Air Wick	CBS	Wm. H. Weintraub and Co., Inc.
Bing Crosby Program	Liggett and Myers Tobacco Co. Chesterfield Cigarettes	CBS	Cunningham and Walsh, Inc.
Blue Ribbon Sport of Kings	Pabst Sales Co. Pabst Blue Ribbon Beer	NBC	Warwick and Legler, Inc.
Bob Garred and the News	Scudder Food Products Peanut Butter, Toasted Nuts, Potato Chips and Mayonnaise	ABC	Davis and Co.
Bob Garred and the News	Dennison's Food Dennison's Food Products	ABC	Brisacher, Wheeler and Staff
Bob Garred and the News	Peter Paul, Inc. Candy	ABC	Maxon, Inc.
Bob Garred and the News	Pictsweet Foods, Inc. Canned Peas, Corn, and Frozen Foods	ABC	Brisacher, Wheeler and Staff
Bob Garred News	Peter Paul, Inc. Candy Bars	CBS	Brisacher, Wheeler and Staff
Bob Garred News	Mennen Co. All Products PAC	CBS	Duane Jones Co.
Bob Garred News	Dennison Food Co. Canned Foods PAC	CBS	Brisacher, Wheeler and Staff
Bob Hawk Show	R. J. Reynolds Tobacco Co. Carnel Cigarettes	CBS	William Esty Co., Inc.
Boston Blackie	Lucerne Milk Co. Div of Safeway Stores, Inc. All Products	CBS	J. Walter Thompson Co.
Botany Song Shop	Botany Mills Kix, Cold Medal Kitchen Tested Flour, Softassilk,	ABC	Silberstein, Goldsmith, Inc.
Breakfast Club	Wheaties, Cheerios, Cereal Tray, Ginger Cake and Other Cake Mixes, Bisquick, Crustquick, Pyequick and Soups	ABC	Tatham-Laird, Inc.
Breakfast Club	Swift and Company Meat, Meat Products, Shortening and Cooking Oils, Edible Dairy Products, Poultry, Eggs, Margerine, Canned Meats, Soaps, Household Cleaners	ABC	J. Walter Thompson Co.
Breakfast Club	Philco Corp.	ABC	Hutchins Advertising Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Break the Bank	Bristol Myers Co. Mum, Vita's, Ipana, Benex Cream, Sal Heptacal, Turkey, Bufferin, Russiab Brushless Shave	NBC	Doherty, Clifford and Shenfield, Inc.
Bride and Groom	Sterling Drug, Inc.	ABC	Dancer-Fitzgerald-Sample, Inc.
Brighter Day	Procter and Gamble Co. Ivory, Fakes	CBS	Compton Advertising, Inc.
Broadway Is My Beat	Ford Motor Co. Ford Cars	CBS	J. Walter Thompson
Brock Bar Ranch	Brock Candy Co. Brock Candy Bar	CBS	Liller, Neal and Battle
Brooklyn Dodgers Baseball Games	General Foods Corp. Flax's Cereal	CBS	Young and Rubicam, Inc.
Burns and Allen Show	Block Drug Co., Inc. Anipergall Tablets	CBS	Cecil Presby, Inc.
Cal Tinney	General Mills, Inc. Red Tang Flour	NBC	Knox-Reeves Adv., Inc.
Cal Tinney's On	General Mills, Inc. Kix, Cold Noid, Kitchen Tested Flour, Softness, Wheaties, Cinnamon, Cereal Tray, Ginger Cake and Other Cake Mixes, Berquicks, Cornflake, Pycelark, and Soap	ABC	Tatham-Laird, Inc.
Camel Football Roundup	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty Co., Inc.
Camel Scoreboard	R. J. Reynolds Tobacco Co. Camel Cigarettes	MBS	Wm. Esty Co., Inc.
Camel Screen Guild Players	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC	Wm. Esty Co., Inc.
Candid Microphone	Philip Morris and Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Carnation Family Party	Carnation Co. PAC Milk Products	CBS	Erwin, Wasey and Co., Ltd.
Carnegie Hall	American Oil Company Amoco Gas & Oil, 118	ABC	The Joseph Katz Co.
Carol Douglas	Toni Company Toni Hair Remover, Shampoo, Cream, Rinse	ABC	Foote, Cone and Belding, Inc.

Cavalcade of America	E. I. du Pont de Nemours & Co., Inc. Institutional, DuPont Products	NBC	Batten, Barton, Dursline and Osborn, Inc.
CBS News Room—Sunday Desk	Bu-Tay Products, Ltd. PAC "Raindrops" Water Softener	CBS	Glasser Gailey & Co.
Cecil Brown	Chamblerlain Sales Corp. Hand Lotion	MBS	Batten, Barton, Dursline and Osborn, Inc.
Cedric Adams, News	Pillsbury Mills, Inc. All Products	CBS	Leo Burnett Co., Inc.
Challenge of the Yukon	Quaker Oats Co. Puffed Grain Products	MBS	Sherman and Marquette, Inc.
Challenge of the Yukon	Quaker Oats Co. Quaker Puffed Wheat, Sparkies, Quaker Puffed Rice Sparkies	ABC	Sherman and Marquette, Inc.
Champion Roll Call	Champion Spark Plugs Co. Spark Plugs, 188	ABC	MacManus, John and Adams, Inc.
Chance of a Lifetime	Toni Company Toni Home Permanent	ABC	Foote, Cone and Belding, Inc.
Chance of a Lifetime	Bruner-Ritter, Inc. Bretton Watch Bands, Bracelets, Jewelry, 202	ABC	Raymond Spector Co., Inc.
Charles Collingwood, News	Richfield Oil Corp. of N. Y. Lubricants	CBS	Morey, Humm and Johnstone, Inc.
Charlie McCarthy Show	Coca-Cola Co. Coca-Cola	CBS	D'Arcy Adv. Co., Inc.
Charlie Wild, Private Eye	Wildroot Co., Inc. Wildroot Creme Oil, Wildroot Hair Tonic	NBC	Batten, Barton, Dursline and Osborn, Inc.
Checkerboard Jamboree	Ralston Purina Co. Chow Products	MBS	Brown Radio Productions
Chesterfield Supper Club	Liggett and Myers Tobacco Co., Inc. Chesterfield Cigarettes	NBC	Cunningham and Walsh
Chet Huntley, News	Washington Cooperative Farmer's Assn. Lyden Chicken	CBS	Pacific National Adv. Agency
Chet Huntley, News	Sealy Mattress Co. All Products	CBS	Alvin Wilder
Chet Huntley, News	Household Finance Corp. Personal Loans	CBS	LeVally, Inc.
Choraliens	Longines Whittnauer Watch Co., Inc. Watches	CBS	Victor A. Bennett Co., Inc.
Cities Service Band of America	Cities Service Co. Gas & Oil, Institutional	NBC	Ellington and Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Club 15, with Bob Crosby, Jo Stafford, Andrews Sisters	Campbell Soup Co.	CBS	Ward Wheelock Co.
Club 15, with Dick Haymes, Andrews Sisters and Evelyn Knight	Campbell Soup Co.	CBS	Ward Wheelock Co.
Club Time	Club Aluminum Products	ABC	Leo Burnett Co.
Cloud Nine	Wm. Wrigley Jr. Co.	CBS	Arthur Meyerhoff & Co.
Columbia Long Playing Record Parade	Columbia Records, Inc.	CBS	McCann-Erickson, Inc.
Confidential Closeups	Animal Foundation, Inc.	NBC	Comstock, Duffes and Co.
Contented Hour	Carnation Co.	CBS	Erwin, Wasey & Co., Inc.
Corliss Archer	Electric Companies Advertising	CBS	N. W. Ayers and Son, Inc.
Counter Spy	Pepsi-Cola Company	ABC	The Biow Co., Inc.
County Fair	The Borden Co.	CBS	Kenyon and Eckhardt, Inc.
Crime Photographer	Philip Morris & Co., Ltd., Inc.	CBS	The Biow Co., Inc.
Curtain Time	Mars, Inc.	NBC	Grant Advertising, Inc.
Curt Massey Time with Martha Tilton	Miles Laboratories, Inc.	CBS	Wade Advertising Agency

D

Dangerous Assignment	Ford Motor Co.	NBC	J. Walter Thompson Co.
Dangerous Assignment	Liggett and Myers	NBC	Cunningham and Walsh
Dangerous Assignment	Radio Corp. of America	NBC	J. Walter Thompson Co.
Dangerous Assignment	Whitehall Pharmaceutical Co.	NBC	John F. Murray Adv. Agency, Inc.

Dave Rose Orchestra	Procter and Gamble Co. Tide	CBS	Benton and Bowles, Inc.
Dave Vaile, News	Metropolitan Life Insurance Institutional PAC	CBS	Young and Rubicam, Inc.
David Harum	B. T. Babbitt, Inc. Bab-O	CBS	Duane Jones Co., Inc.
David Harum	B. T. Babbitt, Inc. Bab-O, Glim	NBC	Duane Jones Co., Inc.
Dennis Day Show	Colgate-Palmolive-Peet Halo Shampoo, Colgate Dental Cream, Colgate Shave Cream, Palmolive Soap	NBC	Ted Bates and Co.
Dial Dave Garroway	Armour and Co. Dial Soap, Crifflon Flakes, Other Armour Products	NBC	Foote, Cone and Belding, Inc.
Dimension X	General Mills, Inc. Wheaties	NBC	Knox-Reeves Adv., Inc.
Dinner at Eight	Hotpoint, Inc.	CBS	Maxon, Inc.
Dr. Christian, with Jean Hersholt	Chesebrough Mfg. Co. Consolidated, Vaseline Hair Tonic, Shampoo, Petroleum Jelly, Lip Ice	CBS	McCann-Erickson, Inc.
Dr. I. Q.	Embassy Cigarettes	ABC	Ceyer, Newell and Ganger, Inc.
Double or Nothing	Campbell Soup Co. Canned Soups, Pork and Beans, V-8 Vegetable Juice, Franco-American Beef Gravy, Franco American Spaghetti	NBC	Ward Wheelock Co.
Dragnet	Liggitt and Myers Tobacco Co., Inc. Fatima Cigarettes	NBC	Cunningham and Walsh
Drew Pearson	Adam Hat Stores, Inc.	ABC	William H. Weintraub & Co., Inc.
Duffy's Tavern	Whitehall Pharmaceutical Co. Anacin	NBC	John F. Murray Adv. Agency, Inc.
Duffy's Tavern	Radio Corp. of America Radios, Television Sets, Phonographs and Records	NBC	J. Walter Thompson Co.
Duffy's Tavern	Liggitt and Myers Chesterfield Cigarettes	NBC	Cunningham & Walsh
Duffy's Tavern	Ford Motor Co. Automobiles, Trucks, Parts and Services	NBC	J. Walter Thompson Co.
Duffy's Tavern	Blatz Brewing Co. Beer	NBC	Kaston, Farrell, Chesley and Clifford, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Edward R. Murrow	American Oil Co. Amoco Gas and Lubricants	CBS	Joseph Katz Co.
Edward R. Murrow	Campbell Soup Co. Campbell Soup, French American Spaghetti	CBS	Dancer, Fitzgerald, Sample, Inc.
Edward R. Murrow	Theo. Hamm Brewing Co. Hamm's Beer	CBS	Campbell-Mithun, Inc.
Edward R. Murrow	Pan-Am Southern Corp.	CBS	Fitzgerald Adv. Agency
Edward R. Murrow	Peter Paul, Inc. Candy Bars PAC	CBS	Maxon, Inc.
Edward R. Murrow	Planters Nut & Chocolate Co. Planters Peanuts and Peanut Oil	CBS	Raymond R. Morgan Co.
Edward R. Murrow	Procter and Gamble Tide	CBS	Benton & Bowles, Inc.
Edward R. Murrow	Quaker State Refining Corp. Petroleum Products PAC	CBS	Kenyon and Eckhardt, Inc.
Edwin C. Hill	Doubleday and Co., Inc. Publishers, Publications	NBC	Huber, Hoge and Sons
Edwin C. Hill	Serutan, Inc. Serutan, Nutrex, RDX, Sedagel, Lermel, H-V, Journal of Living	ABC	Roy S. Durstine, Inc.
Edwin C. Hill	Miles Laboratories Seltzer, One-a-Day, Tablets, Amphetamine Products	ABC	Wade Advertising Agency
Elmer Peterson	White King Soap Soap Products	NBC	Raymond R. Morgan Co.
Eric Sevareid and the News	Metropolitan Life Insurance Co. Institutional	CBS	Young and Rubicam, Inc.
Erwin D. Canham	Christian Science Publishing Society The Christian Science Monitor	ABC	H. B. Humphrey Co.
Escape	Ford Dealers of America Ford Cars	CBS	J. Walter Thompson Co.
Escape	Richfield Oil Corp. of N. Y. Lubricants	CBS	Morey, Humm and Hohnstone, Inc.

Facts Unlimited	Doubleday and Co., Inc. Publishers, Publications	NBC	Huber, Hoge and Sons
Falstaff's Fables	Mars, Inc. Milky Way Candy Bars	ABC	Leo Burnett, Inc.
Family Party	Carnation Co. All Products	CBS	Erwin, Wasey and Co., Ltd.
Fanny Brice, Baby Snooks	Lewis-Howe Co. Tums, N.R. Tablets	NBC	Dancer, Fitzgerald, Sample, Inc.
Father Knows Best	General Foods Corp. Maxwell House Coffee, Instant Maxwell House Coffee	NBC	Benton and Bowles, Inc.
Faultless Starch Time	Faultless Starch Co. Starch	NBC	Bruce B. Brewer and Co.
F.B.I. In Peace and War	General Mills, Inc. Cereals and Flour	CBS	Knox-Reeves Adv., Inc.
F.B.I. In Peace and War	Procter and Gamble Lava, Tide	CBS	The Biow Co., Inc.
Fibber McGee and Molly	S. C. Johnson and Son Johnson Wax and Allied Products, Cream Wax	NBC	Needham, Louis and Brorby, Inc.
Fibber McGee and Molly	Pet Milk Sales Corp. Pet Milk, Sego Milk	NBC	Gardner Advertising Co.
Fishing and Hunting Club	Mail Pouch Tobacco Co. Tobaccos	MBS	Charles W. Hoyt Co.
Fisher's 7:00 O'Clock News With Merrill Mueller	Fisher Flouring Mills Co. Flouring Mills Products	NBC	Pacific National Adv. Agency
Flying Feet	Dr. Hiss Shoe Stores Shoes	ABC	Hal Stebbins, Inc.
Frank and Ernest	Dawn Bible Students Association Religion	MBS	Wm. Gleeson and Co.
Frank and Ernest	Dawn Bible School Institutional	ABC	W. L. Gleeson & Co.
Frank Edwards, News	American Federation of Labor Institutional	MBS	Furman, Feiner and Co.
Frank Goss, News	Chemicals, Inc. PAC Vano, Household Chemical	CBS	Garfield and Associates

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Frank Goss, News	General Foods Corp.	CBS	Benton and Bowles, Inc.
Frank Goss, News	Manhattan Soap Co., Inc.	CBS	Duane Jones Co., Inc.
Frank Goss, News	Mennen Co.	CBS	Duane Jones Co., Inc.
Frank Goss, News	R. J. Reynolds Tobacco Co. Cigarettes	CBS	Wm. Esty Co., Inc.
Fred Beck	Miles Laboratories, Inc.	CBS	Wade Advertising Agency
Front Page Farrell	Whitehall Pharmacal Co. Antibiotics, K.V.P., Elix., F.S., Oint. Vaccines, Products	NBC	John F. Murray Adv. Agency, Inc.
Fun to Be Young	Pillsbury Mills, Inc. Globe Mills Div.	CBS	Leo Burnette Co., Inc.
Gabriel Heatter	Amural Products Co., Inc. Fertilizers	MBS	O'Neil, Larson and McMahon, Inc.
Gabriel Heatter, News	Noxzema Chemical Co. Cosmetics	MBS	Sullivan, Stauffer, Colwell and Bayles, Inc.
Gabriel Heatter, News	Murine Co. Cosmetics	MBS	Batten, Barton and Durstine & Osborn, Inc.
Gabriel Heatter	Rhodes Pharmacal Co. Drugs	MBS	O'Neil, Larson and McMahon, Inc.
Gabriel Heatter	R. B. Semler, Inc. Kosher Ice Cream, Sugar	MBS	Erwin, Wasey and Co., Inc.
Galen Drake	Doubleday and Co., Inc.	CBS	Huber Hoge and Sons
Game of the Week	Sylvania Electric	ABC	Kenyon & Eckhardt
Gangbusters	General Foods Corp. Cereals	CBS	Young and Rubicam, Inc.
Garden Gate	Ferry-Morse Seeds Co.	CBS	MacManus, John & Adams, Inc.
Gene Autry Show	Wm. Wrigley Jr. Co. Cigarettes	CBS	Ruthrauff and Ryan, Inc.
Get More Out of Life	Wise, William H., and Co. Cigarettes	ABC	Thwing and Altman, Inc.

Get More Out of Life	Wm. H. Wise and Co. Books	CBS	Thwing and Altman, Inc.
Get More Out of Life	Wm. H. Wise Co., Inc. Books	MBS	Thwing and Altman, Inc.
Gillette Fights	Gillette Safety Razor Probak and Valet-Auto Strap Safety Razors and Blades, Gillette Brushless and Lather Shaving Creams	ABC	Maxon, Inc.
Give and Take	The Toni Co. Div. of Gillette Safety Razor Co. Toni Creme Shampoo and Toni Home Wave	CBS	Foote, Cone and Belding
Godfrey Digest	Liggett and Myers Tobacco Co. Chesterfield Cigarettes	CBS	Cunningham & Walsh, Inc.
Godfrey Digest	Reddi-Whip, Inc. Reddi-Whip Cream	CBS	Ruthrauff and Ryan, Inc.
Golden Gate Field Handicap	Lucky Lager Beer Brewing Corp. Lucky Lager Beer	CBS	McCann-Erickson, Inc.
Grady Cole and the Johnson Family	Quaker Oats Co. Quaker Corn Meal	CBS	Needham, Louis and Broby, Inc.
Grand Central Station	Pillsbury Mills, Inc. All Products	CBS	Leo Burnette Co., Inc.
Grand Ole Opry	R. J. Reynolds Tobacco Co. Prince Albert Tobacco	NBC	William Esty, Inc.
Grand Slam with Irene Beasley	Continental Baking Co. Wonder Bread and Hostess Cake	CBS	Ted Bates and Co.
Greatest Story Ever Told	Goodyear Tire and Rubber Co., Inc. Institutional	ABC	Kudner Agency, Inc.
Groucho Marx—You Bet Your Life	De Soto Div. Chrysler Corp. Automobiles	NBC	Batten, Barton, Durstine and Osborn, Inc.
Guiding Light	Procter and Gamble Co. Duz	CBS	Compton Adv. Co.
Guy Lombardo Orchestra	American Tobacco Co. Lucky Strike Cigarettes	CBS	Batten, Barton, Durstine & Osborn, Inc.
Hallmark Playhouse	Hall Brothers, Inc. Hallmark Greeting Cards	CBS	Foote, Cone and Belding
Harkness of Washington	The Pure Oil Company Pure Oil Petroleum Products	NBC	Leo Burnett Company, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Harry Babbitt Show	S & W Fine Foods, Inc. <i>Foal and Gallop</i>	CBS	Foote, Cone and Belding
Harry Babbitt Show	American Home Products Corp. Wyeth'sl Pharmaceutical Co. Div. <i>Anadin</i>	CBS	Duane Jones Co., Inc.
Harvest of Stars	International Harvester Co. <i>Motor Trucks, Farm Machinery</i>	NBC	McCann-Erickson, Inc.
Healing Ministry of Christian Science	First Church of Christ Scientist <i>Religion</i>	MBS	H. B. Humphrey Co.
Henry J. Taylor	Gen. Motors	ABC	Kudner Agency
High Adventure	Shulton, Inc. <i>OH Spice Man's Army Shave Lotion, Brushlets</i> <i>Sweeting Cream, Lather Shaving Cream</i>	NBC	The Wesley Associates
High Life Review	Miller Brewing Co.	ABC	Mathison & Assoc.
Hilltop House	Miles Laboratories, Inc. <i>Alka-Seltzer</i>	CBS	Wade Adv. Agency
Hit the Jackpot	Lever Brothers Co. <i>Rolay</i>	CBS	Ruthrauff & Ryan, Inc.
Hollywood Gold Cup Feature Race	Lucky Lager Beer Brewing Corp. <i>Lucky Lager Beer</i>	CBS	McCann-Erickson, Inc.
Hollywood Star Playhouse	Emerson Drug Co. <i>Bromo-Seltzer</i>	CBS	Batten, Barton, Durstine & Osborn, Inc.
Hollywood Quiz	Hallcrafters Corp. <i>Television Sets</i>	MBS	Sorenson and Co.
Hopalong Cassidy	General Foods Sales Corp. <i>Granuput Flakes and Granuputs</i>	MBS	Young and Rubicam, Inc.
Hopalong Cassidy	General Foods Corp. <i>Post's Cereals</i>	CBS	Young and Rubicam, Inc.
Horace Heidt Show	Philip Morris and Co., Ltd. <i>Philip Morris Cigarettes</i>	CBS	The Biow Co., Inc.
Hour of Decision	Graham, Dr. Billy <i>Institutional</i>	ABC	Walter F. Bennett and Co.
House Party	Pillsbury Mills, Inc. <i>Pillsbury Best Flour and Other Products</i>	CBS	Leo Burnett Co., Inc.
Human Side of the News	Dolcin Corp. <i>Dulcin</i>	ABC	Victor Van Der Linds Co.
Human Side of the News	Pan-Amer Coffee Bureau	ABC	Federal Agency

I

Inner Sanctum	Emerson Drug Co. Bromo-Seltzer	CBS	Batten, Barton, Durstine & Osborn, Inc.
International Boxing Bouts	Pabst Sales Co. Pabst Blue Ribbon Beer	CBS	Warwick and Legler, Inc.
Ira Blue Sports	Lucky Lager Brewing Co. Beer and Ale	ABC	McCann-Erickson, Inc.
It Pays to Be Ignorant	Chrysler Corp. De Soto-Plymouth Cars	CBS	Batten, Barton, Durstine & Osborn, Inc.

J

Jack Armstrong	General Mills, Inc. Wheaties Cheerios, Kix, Betty Crocker Soups	ABC	Knox-Reeves Adv., Inc.
Jack Armstrong Armstrong of the S.B.I.	General Mills, Inc. Wheaties, Cheerios, Kix, Betty Crocker Soups	ABC	Knox-Reeves Adv., Inc.
Jack Benny Show	American Tobacco Co. Lucky Strike Cigarettes	CBS	Batten, Barton, Durstine & Osborn, Inc.
Jacques Fray Show	Doubleday and Co., Inc. Books	CBS	Huber, Hoge and Sons
Jacques Fray	Doubleday and Co.	ABC	Huber Hoge and Sons, Inc.
Jack Sterling	Doubleday and Co., Inc. Books	CBS	Huber Hoge and Sons
Jergens-Woodbury Journal	Jergens, Andrew Co. Hand Lotion, Face Cream, Face and Body Powders, Toilet Soaps, Deodorants, Shampoos, Perfumes, Make-up Cake	ABC	Robert W. Orr and Associates, Inc.
Jimmy Durante	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC	William Esty Co., Inc.
Jimmie Fidler Show	Carter Products Carter's Little Liver Pills and Arid, 84	ABC	Sullivan, Strauffer, Colwell and Bayles, Inc.
Joe Di Maggio Show	M & M Limited M & M Candies	CBS	Lynn Baker, Inc.
John B. Kennedy	Chamberlain Sales Corp. Hand Lotion	MBS	Batten, Barton, Durstine & Osborn, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
John B. Kennedy	Scrutan, Inc. Scrutan, Inc., 100 X Salomon Lane, P.O. Box 100, L.I.C.	ABC	Roy S. Durstine
John B. Kennedy	Molle Molle, 100 X Salomon Lane, P.O. Box 100, L.I.C.	ABC	Dancer, Fitzgerald, Sample, Inc.
Johnny Desmond	Ronson Art Metal Works Ronson Art Metal Works, 100 X Salomon Lane, P.O. Box 100, L.I.C.	MBS	Grey Advertising Agency
Johnny Desmond	Ronson Art Metal Ronson Art Metal, 100 X Salomon Lane, P.O. Box 100, L.I.C.	ABC	Grey Advertising Agency
Junior Miss	Lever Brothers Co. Lever Brothers Co., 100 X Salomon Lane, P.O. Box 100, L.I.C.	CBS	J. Walter Thompson Co.
Just Plain Bill	Whitehall Pharmacal Co. Whitehall Pharmacal Co., 100 X Salomon Lane, P.O. Box 100, L.I.C.	NBC	John F. Murray Adv. Agency, Inc.
Juvenile Jury	Gaines Dog Food Gaines Dog Food, 100 X Salomon Lane, P.O. Box 100, L.I.C.	MBS	Benton & Bowles, Inc.
K			
Kaltenborn Edits the News	The Pure Oil Company The Pure Oil Company, 100 X Salomon Lane, P.O. Box 100, L.I.C.	NBC	Lee Burnett Company, Inc.
L			
Ladies Fair	Miles Laboratories, Inc. Miles Laboratories, Inc., 100 X Salomon Lane, P.O. Box 100, L.I.C.	MBS	Wade Advertising Agency
Lanny Ross	Gulf Oil Corp. Gulf Oil Corp., 100 X Salomon Lane, P.O. Box 100, L.I.C.	MBS	Young and Rubicam, Inc.
Larry Lesueur	Richfield Oil Corp. of N. Y. Richfield Oil Corp. of N. Y., 100 X Salomon Lane, P.O. Box 100, L.I.C.	CBS	Morey, Humm & Johnstone, Inc.
Larry Lesucur	American Oil Co. American Oil Co., 100 X Salomon Lane, P.O. Box 100, L.I.C.	CBS	Joseph Katz Co.
Lassie	John Morrell and Co. John Morrell and Co., 100 X Salomon Lane, P.O. Box 100, L.I.C.	NBC	N. W. Ayer and Son, Inc.
Lawrence Welk Show	Miller Brewing Co. Miller Brewing Co., 100 X Salomon Lane, P.O. Box 100, L.I.C.	ABC	Mathisson and Associates, Inc.

Leave It to Joan	American Tobacco Co. Roi-Tan Cigars	CBS	Lawrence W. Gumbinner, Inc.
Let's Pretend	Cream of Wheat Corp. Cream of Wheat Cereal	CBS	Batten, Barton, Durstine and Osborn, Inc.
Life Can Be Beautiful	The Procter and Gamble Co. Tide, Lava, Ivory Snow and Crisco, Other P. G. Products	NBC	Benton and Bowles, Inc.
Life with Luigi	Wm. Wrigley Jr. Co. Chewing Gum	CBS	Arthur Meyerhoff & Co.
Light Crust Doughboys	Burrus Mill and Elevator Co. Light Crust Flour	MBS	Tracy-Locke Co., Inc.
Light of the World	General Mills, Inc. Pyequick, Cold Medal Kitchen, Tested Flour and Other General Mills Products	NBC	Dancer, Fitzgerald, Sample, Inc.
Light Up Time	The American Tobacco Co. Lucky Strike Cigarettes	NBC	Batten, Barton, Durstine and Osborn, Inc.
Live Like a Millionaire	General Mills, Inc. Wheaties, Crustquick, Bisquick	NBC	Knox-Reeves Adv., Inc.
Lone Ranger	General Mills, Inc. Cheerios Betty Crocker Devil Food Cake Mix Cinger Cake Mix	ABC	Dancer, Fitzgerald, Sample, Inc.
Lone Ranger	American Bakeries Co. Maida Bread, Cake, Soda Crackers, Sweet Goods, 36	ABC	Tucker Wayne and Co.
Longines Symphonette	Longines Wittnauer Watch Co. Watches and Clocks	ABC	Victor A. Bennett Co., Inc.
Lora Lawton	B. T. Babbitt Bab-O, Glim	NBC	Duane Jones Co., Inc.
Lorenzo Jones	The Procter and Gamble Co. Dreft, Prell, Other P. G. Products	NBC	Dancer, Fitzgerald, Sample, Inc.
Lou Childre	Quaker Oats Co. Quaker Grits, Aunt Jemima Corn Meal	CBS	Needham, Louis & Brorby, Inc.
Lowell Thomas Program	Procter and Gamble Co. Ivory Soap	CBS	Compton Adv. Agency
Lum 'n' Abner	Ford Dealers of America Ford Motor Cars	CBS	J. Walter Thompson Co.
Luncheon Club	Philip Morris and Co. Cigarettes	ABC	Cecil and Presbrey, Inc.
Lutheran Hour	Lutheran Laymen's Institutional	ABC	Gotham Advertising Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Lutheran Hour	Lutheran Laymen's League <i>Wisconsin</i>	MBS	Gotham Advertising Co., Inc.
Lux Radio Theater	Lever Brothers Co. Lux Toilet Soap, Lux Flakes	CBS	J. Walter Thompson Co.
M			
Man Called X	Whitehall Pharmacal Co. <i>Avacin</i>	NBC	John F. Murray Adv. Agency, Inc.
Man Called X	Radio Corp. of America Records, Television Sets, Phonographs, Records	NBC	J. Walter Thompson
Man Called X	Liggitt and Myers Chesterfield Cigarettes	NBC	Cunningham and Walsh
Man Called X	Ford Motor Co. Automobiles, Trucks, Parts, and Services	NBC	J. Walter Thompson
Man Next Door	U. S. Tobacco Co. Tobacco	MBS	Kudner Agency, Inc.
Man on the Farm	Quaker Oats Co. Fur of Pep Feed	MBS	Sherman and Marquette, Inc.
Ma Perkins	Procter and Gamble Co. Oxydol	CBS	Dancer, Fitzgerald, Sample, Inc.
Mark Trail	Kellogg Co. Cereals and Grit- <i>o-pup</i>	MBS	Kenyon and Eckhardt, Inc.
Marriage for Two	Kraft Foods Co. Valueta, Kraft Deluxe Salad Dressing	NBC	J. Walter Thompson
Martin Kane, Private Eye	U. S. Tobacco Co. Tobacco	MBS	Kudner Agency, Inc.
Mary Lee Taylor	Pet Milk Sales Corp. Pet Milk, Sego Milk	NBC	Gardner Advertising Co.
Meet Frank Sinatra	Bymart, Inc. Fruit	CBS	Cecil and Presbrey, Inc.
Meet Frank Sinatra	Luden's, Inc. Cough Drops, Candy Bars	CBS	J. M. Mathes, Inc.

Meet Frank Sinatra	Statco Corp. Growing Xmas Tree Ornaments	CBS	Arthur Rosenberg Co., Inc.
Metropolitan Opera	Texas Company Gas and Oil	ABC	Kudner Agency
Mid-Century News—Documentary	General Motors Corp. Chevrolet Cars	CBS	Campbell Ewald Co., Inc.
Mindy Carson Sings	Dept. of Army, Organized Reserve Corp., U. S. Army R.O.T.C. Institutional, ROTC Training Corp.	NBC	Grant Advertising, Inc.
Mr. Chamelon	Sterling Drug Co. Bayer Aspirin, Children's Size Aspirin, Philips Milk of Magnesia	CBS	Dancer, Fitzgerald, Sample, Inc.
Mr. District Attorney	Bristol Myers Co. Sal Hepatica and Ipana, Bufferin, Vitalis Hair Cream, Other Products	NBC	Young and Rubicam, Inc.
Mr. Keen	American Home Products Corp. Whitehall Pharnacal Co. Div. Anacin, Kolyunos, Kriptin	CBS	John F. Murray Adv. Agency, Inc.
Modern Romances	Philip Morris, Ltd.	ABC	Cecil & Presbrey
Modern Romances	Toni Company Toni Home Permanent	ABC	Foote, Cone, and Belding, Inc.
Monday Morning Headlines	Seeman Brothers, Inc. Air-Wick	ABC	William H. Weintraub and Co., Inc.
Music with the Hormel Girls	Gen. A. Hormel and Co. Meat Products	NBC	Batten, Barton, Durstine and Osborn, Inc.
Music with the Hormel Girls	Hormel, George A., & Co. Meat, Dairy Products	ABC	Batten, Barton, Durstine and Osborn, Inc.
Music with the Hormel Girls	Geo. A. Hormel & Co. All Products	CBS	Batten, Barton, Durstine and Osborn, Inc.
My Favorite Husband	General Foods Corps. Corn Starch Pudding, Jello, Tapioca	CBS	Young and Rubicam, Inc.
My Friend Irma	Lever Brothers Co. Pepsodent Tooth Paste	CBS	Foote, Cone and Belding
Mystery Theatre	Sterling Drug Co. Bayer Aspirin, Philip's Milk of Magnesia and Tablets	CBS	Dancer, Fitzgerald, Sample, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
My True Story	Libby, McNeill and Libby Canned and Frozen: Juices, Meats, Fish, Fruit, Vegetables, Baby Foods, Evaporated Milk	ABC	J. Walter Thompson Co.
My True Story	Sterling Drug, Inc.	ABC	Dancer, Fitzgerald, Sample, Inc.
N			
NBC Symphony	Whitehall Pharmacal Co. Anacin	NBC	John F. Murray Adv. Agency, Inc.
NBC Symphony	Radio Corp. of America	NBC	J. Walter Thompson Co.
NBC Symphony	Ford Motor Co. Automobiles, Trucks, Parts and Services	NBC	J. Walter Thompson Co.
National Barn Dance	Phillips Petroleum Co. Phillips 66 Gasoline, Phillips 66 Motor Oil	ABC	Lambert and Feasley, Inc.
News of the World	Miles Laboratories, Inc. Alka Seltzer and Vitamins, Other Miles Products	NBC	Wade Advertising Agency
Nick Carter	Cudahy Packing Co. Old Dutch Cleanser	MBS	Grant Advertising Co.
Night Beat	General Mills, Inc. Vinegins	NBC	Knox-Reeves Adv. Inc.
Night Editor	Roman Meal Co. Breakfast Food	CBS	Guild, Bascom & Bonfigli
Nona From Nowhere	B. T. Babbitt, Inc. Dub-O	CBS	Duane Jones Co., Inc.
O			
One Man's Family	Miles Laboratories Bactine, One-a-Day Vitamins, Tabcin, Alka Seltzer	NBC	Wade Advertising Agency
One Man's Opinion	Philip Morris and Co.	ABC	Cecil and Presbrey, Inc.
Original Amateur Hour	Lorillard P. Co. Old Gold Cigarettes	ABC	Lennen and Mitchell, Inc.

Our Gal Sunday American Home Products Corp. (Whitehall Pharrnacial Co. Div.) Anacin John F. Murray Adv. Agency
Our Miss Brooks Colgate-Palmolive-Peet Co. Colgate Dental Cream, Lustrre Cream, Shampoo Sherman & Marquette

P

Pacific Coast Conference Football Games Tide Water Associated Oil Co. Petroleum Products Buchanan & Co., Inc.
Paul Neighbor's Orchestra Ford Dealers of America J. Walter Thompson Co.
People Are Funny Brown and Williamson Tobacco Corp. Raleigh Cigarettes, Sir Walter Pipe Tobacco, Alumidor Pack for Raleigh Cigarettes Russell M. Seeds Co., Inc.
Pepper Young's Family Procter and Gamble Co. Camay Soap, Shesta, Ivory Snow, Spic & Span, Other P & G Products Pedler and Ryan, Inc.
Perry Mason Procter and Gamble Co. Tide Benton & Bowles, Inc.
Phil Harris-Alice Faye Show Rexall Drug Co. General Foods Batten, Barton, Durstine and Osborn, Inc.
Portia Faces Life Jello and Jello Puddings, Posts 40 Per Cent Bran Flakes, Instant Postum, Cake Mix, Bran Flakes, Grape Nuts, Wheat Meal, Other General Foods Products Young and Rubicam, Inc.
Prudential Family Hour Prudential Insurance Co. of America Insurance Services Benton and Bowles, Inc.
Pursuit Wm. Wrigley Jr. Co. Chewing Gum Arthur Meyerhoff and Co.
Pursuit Ford Dealers of America J. Walter Thompson

Q

Queen for a Day Miles Laboratories, Inc. Alka-Seltzer and Tabcin, Bactine MBS Wade Advertising Agency

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Quick as a Flash	Block Drug Co., Inc. American Cellulose and Powder, Minnopa, Aukus Omega Oil, Omega Rub Powder, Dentu- rines, Sore-Ken, Fingert, Penam, Dr. Wil- son's Powdar, Denture's Powdar, Tablets, An- dromeda, Paine's Powdar, etc., 147, Northline Bldg., Chicago, Ill.	ABC	Cecil and Presbrey, Inc.
Quick as a Flash	Quaker Oats Co. First Her Oats, Softest Other Bakery Goods, Vital Wheat Flour, etc., Toledo, Ohio	ABC	C. J. LaRoche and Co., Inc.
Quick as a Flash	Toni Company and Hair Dressing Parlors	ABC	Foote, Cone and Belding, Inc.
Quiz Kids	Miles Laboratories, Inc. A Laboratory of New Vaccines, Toxins, and Serums	NBC	Wade Advertising, Inc.
Radio Harris	Bowley's, Inc. Sweets	MBS	Sorenson and Co.
Radio Bible Class Railroad Hour	Radio Bible Class Association of America Railroads 1000 Broadway	MBS NBC	Stanley G. Boynton Co. Benton and Bowles, Inc.
Rebuttal Red Foley Show	Muntz TV, Inc. Swift and Co. Coke, Lard, Canned Corn, Canned Tomatoes	MBS NBC	Michael Shore Adv. Agency J. Walter Thompson Co.
Red Skelton Show	Procter and Gamble Co. Tissue Paper	CBS	Benton and Bowles, Inc.
Refreshment Time with Morton Downey	Coca-Cola Co. Coca-Cola	CBS	D'Arcy Adv. Agency, Inc.
Regal Amber Sports Show With Hank Weaver	Regal Amber Brewing Co.	ABC	Abbott Kimball Co., Inc. of Calif.
Rex Allen Show	Phillips Petroleum Co. Phillips 66 Gasoline, Phillips 66 Motor Oil	CBS	Lambert and Feasley, Inc.
Richard Diamond, Private	Rexall Drug Co.	NBC	Batten, Barton, Durstine and Osborn, Inc.

—R—

Richfield Reporter	Richfield Oil Corp. Gas & Oil, Automotive Accessories	NBC	Hixson Jorgenson, Inc.
Right to Happiness	The Procter and Gamble Co. Ivory Soap, Duz, Tide, Other P & G Products	NBC	Compton Advertising, Inc.
Road of Life	The Procter and Gamble Co. Crisco, Duz, Other P & G Products	NBC	Compton Advertising, Inc.
Robert Montgomery Speaking	Lee, Frank H., Co. Lee Hats	ABC	Grey Advertising Agency, Inc.
Robert Q. Lewis Show	Gold Seal Co. "Gold Seal" Wax Cleaning Products	CBS	Campbell-Mithun, Inc.
Robert Q. Lewis Show	Liggett and Myers Tobacco Co., Inc. Chesterfield Cigarettes	CBS	Cunningham & Walsh, Inc.
Robert Q. Lewis Show	National Biscuit Co. All Products	CBS	McCann-Erickson, Inc.
Robert Q. Lewis Show	Pillsbury Mills, Inc. All Products	CBS	Leo Burnett Co., Inc.
Robert Q. Lewis Show	The Toni Co. Div. of Gillette Safety Razor Co. Toni Home Permanent Wave, Toni Cream Rinse	CBS	Foote, Cone and Belding
Robert Q. Lewis	Wildroot Co., Inc. Wildroot Liquid Cream Shampoo, Wildroot Hair Tonic	CBS	Batten, Barton, Durstine and Osborn, Inc.
Rocky Jordan	California Packing Corp. Del Mone Products	CBS	McCann-Erickson, Inc.
Rod and Gun Club of the Air	Pal Razor Blade Co. Pal Blades	MBS	Al Paul Luffton Co., Inc.
Romance	Wm. Wrigley Jr. Co. Chewing Gum	CBS	Arthur Meyerhoff and Co.
Romance of Helen Trent	American Home Products Corp. Aero Wax, Autobrite, Black Flag, Kolynos Dental Cream, Kriptin, Wizard Wick	CBS	John F. Murray Adv. Agency, Inc.
Romance of the Highways	Pacific Greyhound Lines Bus Transportation	ABC	Beaumont and Hohman, Inc.
Rosemary	Procter and Gamble Co. Ivory Snow, Prell	CBS	Benton and Bowles, Inc.
Roy Rogers Show	Quaker Oats Co. Oatmeal	MBS	Sherman and Marquette, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Sam Hayes	General Mills, Inc. Gruyere Pancakes and Waffle Flour, Wheathearts Wheaties	NBC	Knox-Reeves Adv., Inc.
Sam Hayes	The Studebaker Corp. Automobiles	NBC	Roche, Williams & Cleary, Inc.
Satan's Waiting	Colgate-Palmolive-Peet Co. Halo Shampoo, Palmolive Shave Cream	CBS	Sherman & Marquette
Screen Director's Playhouse	Ford Motor Co. Automobiles, Trucks, Parts and Services	NBC	J. Walter Thompson Co.
Screen Director's Playhouse	Liggett and Myers Cigarettes	NBC	Cunningham and Walsh
Screen Director's Playhouse	Radio Corp. of America Records, Television Sets, Phonographs, Records	NBC	J. Walter Thompson
Screen Director's Playhouse	Whitehall Pharmacal Co. Anacin	NBC	John F. Murray Adv. Agency, Inc.
Second Mrs. Burton	General Foods Corp. Certo, Sanka, Jell-O, La France, Swansdown Cake Mix	CBS	Benton and Bowles, Inc.
Sidney Walton	Doubleday and Co. Books	MBS	Huber Hoge and Sons
Sing It Again	Sterling Drug, Inc. Ironized Yeast and Double Dandruff	CBS	Dancer, Fitzgerald, Sample, Inc.
Sing It Again	Carter Products, Inc. Afta, Ric Shave Cream	CBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Sing It Again	Luden's, Inc.	CBS	J. M. Mathes, Inc.
Sixty-four Dollar Question	Radio Corp. of America Radios, Television	NBC	The Biow Co., Inc.
Skippy Hollywood Theatre	Rosefield Packing Co. Skippy Peanut Butter	CBS	Guild, Bascom and Bonfigli
Sky King	Derby Foods, Inc. Perror Pan Peanut Butter, Salted Peanuts, Derby Line and Canned Meats and Specialties	ABC	Needham, Louis and Broby, Inc.
Sky King	Derby Foods, Inc.	MBS	Needham, Louis and Broby, Inc.

Share the Wealth	Waltham Watch Company Waltham Watches	ABC	Hershon-Garfield, Inc.
Smilin' Ed McConnell and His Buster Brown Gang	Brown Shoe Co. Buster Brown Shoes	NBC	Leo Burnett Co., Inc.
Soap Box Derby	General Motors Corp. Chevrolet Cars	CBS	Campbell-Ewald, Inc.
Solitaire Time	Campana Sales Co. Ayd's, Solitaire Makeup, Coolies, Lipstick, Campana Balm	NBC	The Clements Co., Inc.
Songs By Morton Downey	The Coca-Cola Co. Coca-Cola	NBC	D'Arcy Advertising Co.
Sports for All!	Mail Pouch Tobacco Co. Tobaccos	MBS	Charles W. Hoyt Co.
Sports Newsteel of the Air	Colgate-Palmolive-Peet Co. Colgate Shave Cream, Colgate Brushless Shave Cream Rapid Shave Cream, Colgate Ammoniated Tooth Powder	NBC	Sherman and Marquette
Sunoco Three Star Extra	Sun Oji Company Oil, Fuel Oil, Sunoco Gas	NBC	Hewitt, Ogilvy, Benson and Mather
Surprise Package	Green Spot, Inc. Orangeade	ABC	Philip J. Meany
Stan Daugherty Presents	Ford Dealers of America Ford Cars	CBS	J. Walter Thompson Co.
Star Light Concert	Lewis-Howe Co. Tums, NR Tablets	NBC	Dancer, Fitzgerald, Sample, Inc.
Stars Over Hollywood	Armour and Co. All Products	CBS	Foote, Cone and Beiding
Stella Dallas	Sterling Drug Co. Phillips Milk of Magnesia and Tablets, Astiring-o- Sol, Double Dandrine, Phillips Toothpaste, Iron- ized Yeast, Other Products	NBC	Dancer, Fitzgerald, Sample, Inc.
Steve Allen Show	Colgate-Palmolive-Peet Co. Colgate Dental Cream, Lustre Cream Shampoo	CBS	Sherman and Marquette
Stop the Music	Lorillard, P., Co. Old Gold Cigarettes	ABC	Lenner and Mitchell, Inc.
Stop the Music	Speidel Company Watch Bands and Other Speidel Products	ABC	Cecil and Presbrey, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Stop the Music	Smith Brothers Cough Drops, Syrup	ABC	Sullivan, Stauffer, Colwell and Bayles, Inc.
Stop the Music	Trimount Clothing Co. Men's Suits, Topcoats, Overcoats, Sport Jackets, Slacks, Summer Suits	ABC	William H. Weintraub and Co., Inc.
Straight Arrow	National Biscuit Co. Nabisco Shredded Wheat	MBS	McCann-Erickson Co., Inc.
Strike It Rich	Colgate-Palmolive-Peet Co. Toil, Colgate Dental Cream	CBS	Wm. Esty & Co., Inc.
Surprise Package	Green Spot, Inc. Green Spot Orangeade	ABC	Philip J. Meany Co.
Suspense	Electric Auto-Lite Co. Spark Plugs, Batteries, Ignition Systems	CBS	Cecil and Presbrey, Inc.
Symphonette	Longines Wittnauer Watch Co., Inc. Longines and Wittnauer Watches	CBS	Victor A. Bennett Co., Inc.

T

Take It Easy Time with Freddie Martin's Orchestra	Regal Amber Brewing Co. Regal Pale Beer	CBS	Abbott Kimball Co.
Take It Or Leave It	Eversharp, Inc. Pens, Pencils, Razors, Blades	NBC	The Biow Co.
Tales of the Texas Ranger	General Mills, Inc. Wheaties	NBC	Knox-Reeves Adv., Inc.
Ted Malone	Westinghouse Electric Corp. Ranges, Laundromats, Refrigerators, Irons, Washers, Radios, Light Bulbs, Electric Stoves, Television Receivers	ABC	McCann-Erickson, Inc.
Ted Steel Show	Doubleday and Co., Inc. Books	CBS	Huber Hoge and Sons
The Aldrich Family	General Foods Corp. Toll's Marmalade, Other General Foods Products	NBC	Young and Rubicam, Inc.
The Anacin Hollywood Star Theatre	Whitehall Pharmaceutical Co. Anacin and Kalydos Tablets	NBC	Sullivan, Stauffer, Colwell and Bayles, Inc.
The Baptist Hour	Southern Baptist Institutional	ABC	Liller, Neal, and Battle

The Big Show	Ford Motor Co. Automobiles, Trucks, Parts and Services	NBC	J. Walter Thompson
The Big Show	Radio Corp. of America Radios, Television Sets, Phonographs and Records	NBC	J. Walter Thompson
The Big Show	Whitehall Pharmacal Co. Anacin	NBC	John F. Murray Adv. Agency, Inc.
The Big Show	Liggett and Myers Chesterfield Cigarettes	NBC	Cunningham and Walsh
The Big Story	American Cigarette and Cigar Co., Inc. Pall Mall Cigarettes	NBC	Sullivan, Stauffer, Colwell & Bayles, Inc.
The Bob Hope Show	Lever Bros. Swan Soap, Spry, Ravve Creme Shampoo, Lifebuoy Shave Creme, Lux Flakes, Lux Soap, Surf	NBC	Batten, Barton, Durstine and Osborn, Inc.
The Bob Hope Show	Liggett and Myers Tobacco Co., Inc. Chesterfield Cigarettes	NBC	Cunningham and Walsh, Inc.
The Botony Song Shop	Botony Mills, Inc. 500 Men's Suits, Ties, 85	ABC	Alfred J. Silberstein Bert Goldsmith, Inc.
The Challenge of the '50s— Years of Crises	General Motors Chevrolet Cars	CBS	Campbell-Ewald Co., Inc.
The Falcon	Kraft Foods Miracle Whip, Parkay, Philadelphia Cream Cheese	NBC	Needham, Louis and Brorby, Inc.
The Fat Man	Norwich Pharmacal Co. Pepto-Bismol, Ungentine	ABC	Benton and Bowles, Inc.
The Fat Man	Reynolds, R. J. Camel Cigarettes	ABC	William Esty Co., Inc.
The Fred Waring Show	Minnesota Valley Canning Co. Canned Vegetables	NBC	Leo Burnett Co., Inc.
The Goldbergs	General Foods Corp. Sanka	CBS	Young and Rubicam, Inc.
The Great Gildersleeve	Kraft Foods Co. Velveeta, Pabst-ett, Yellow Margarine Other Kraft Products	NBC	Needham, Louis and Brorby, Inc.
The Halls of Ivy	Joseph Schlitz Brewing Co. Beer	NBC	Young and Rubicam, Inc.
The Hudson Coal Miners	Hudson Coal Co. Coal	NBC	The Clements Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
The Human Side of the News	Pan American Coffee Coffee	ABC	Federal Advertising Agency
The Jack Berch Show	Prudential Insurance Co. of America Insurance	NBC	Calkins & Holden, Carlock, McClinton and Smith
The Judy Canova Show	Colgate-Palmolive-Peet Palmolive Soap, Lustré-Clean Shampoo, Other Products	NBC	Ted Bates & Co.
The Life of Riley	Pabst Sales Co. Fast Blue Ribbon Beer	NBC	Warwick and Legler, Inc.
The Magnificent Montague	Liggett and Myers Crestfield Cigarettes	NBC	Cunningham and Walsh
The Magnificent Montague	Radio Corp. of America Radio, Television Sets, Phonographs and Records	NBC	J. Walter Thompson Co.
The Magnificent Montague	Whitehall Pharnacal Co. Atacin	NBC	John F. Murray Adv. Agency, Inc.
The Magnificent Montague	Ford Motor Co. Automobiles, Trucks, Parts and Services	NBC	J. Walter Thompson Co.
The National Farm and Home Hour	Allis Chalmers Mfg. Co. Farm Equipment	NBC	Bert. S. Gittens Advertising
The Old Fashioned Revival Hour	Gospel Broadcasting Association Institutional	ABC	R. H. Alber Company
The Oxydol Show, Starring Jack Smith, Dinah Shore, Margaret Whiting	Procter and Gamble Co. Oxydol	CBS	Dancer, Fitzgerald, Sample, Inc.
The Pause That Refreshes with Percy Faith's Orchestra	Coca-Cola Co. Coca-Cola	CBS	D'Arcy Adv. Co., Inc.
The Pet Milk Show	Pet Milk Sales Corp. Pet Milk, Sego Milk	NBC	Gardner Advertising Co.
The Sheriff	Pacific Coast Borax Twenty Mule Team Borax and Borexo	ABC	McCann, Erickson, Inc.
The Shadow	Delaware, Lackawanna and Western Blue Coal	MBS	Ruthrauff and Ryan, Inc.
The Shadow	Grove Laboratories, Inc. Folin Hair Tonic and Shampoo	MBS	Harry B. Cohen Adv. Co.

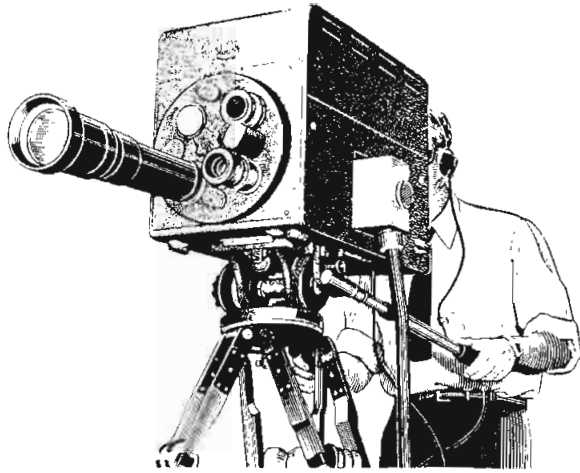
The Telephone Hour	The Bell Telephone System Institutional	NBC	N. W. Ayer & Son, Inc.
The Theatre Guild on the Air	U. S. Steel Corp. Institutional	NBC	Batten Barton, Durstine & Osborn, Inc.
The Thin Man	Heinz, J. H., Co. Mustard, Chili Sauce, Peanut Butter, Mince Meat, Tomato Juice, Plum, Fig and Date Puddings, Sun Maid Raisins, Soups, Beans, Ketchup, Spaghetti, Macaroni, Vinega, Pickles and Baby Foods	ABC	Maxon, Inc.
The Voice of Firestone	Firestone Tire and Rubber Co. Tires and Tubes, Institutional	NBC	Sweeney and James Co.
The Voice of Prophecy	Voice of Prophecy, Inc. Institutional	ABC	Western Advertising Agency, Inc.
The Whistler	Signal Oil Co. Gas, Oil	CBS	Barton A. Stebbins Adv. Agency
This Changing World	Fruehauf Trailer Co. Trailers and Institutional	ABC	Zimmer Keller, Inc.
This Is Bing Crosby	Minute Maid Corp. Frozen Orange Juice	CBS	Doherty, Clifford and Shenfield, Inc.
This Is Nora Drake	The Toni Co. Div. of Gillette Safety Razor Co. Toni Home Permanent, Toni Cream Shampoo	CBS	Foote, Cone and Belding
This Is Your FBI	Equitable Life Assurance Society Insurance	ABC	Warwick and Legler, Inc.
This Is Your Life	Philip Morris and Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
This Is Your Life	Philip Morris & Co., Ltd. Cigarettes; Revelation Smoking Tobacco	NBC	The Biow Co., Inc.
This Thing Called Life	Institute of Religious Science Institutional	ABC	Raymond R. Morgan Co.
Today in Hollywood	General Mills Kix	ABC	Tatham Laird, Inc.
Today's Children	General Mills, Inc. Bisquick, Crustquick, Soft-as-silk, Sperry Pancake and Waffle Flour, Other General Mills Products	NBC	Knox-Reeves Adv., Inc.
Tom Mix and His Ralston Straight Shooters	Ralston Purina Co. Instant Ralston and Shredded Ralston	MBS	Gardner Advertising Agency

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Top of the Week	Bank of America National Trust and Savings Association Banking Services	CBS	Charles R. Stuart, Adv.
True Detective Mysteries	Williamson Candy Co. On Henry Candy Bars	MBS	Aubrey, Moore and Wallace
True or False	Anahist Products Co., Inc. Anahist	MBS	Foote, Cone and Belding
Truth or Consequences	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Truth or Consequences	The Procter and Gamble Co. Duz, Dreze	NBC	Compton Adv., Inc.
Twenty Questions	Ronson Art Metal Works Ronson Lighters	MBS	Grey Advertising Agency
V			
Vaughn Monroe Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty Co., Inc.
Victor H. Lindlahr	Serutan, Inc. Serutan, Nixes, R.O.X., Sedagal, Lemak, Hi-V, Journal of Living	ABC	Roy S. Durstine, Inc.
Voice of Prophecy	Voice of Prophecy, Inc. Religion	MBS	Western Advertising, Inc.
W			
Walter Winchell	Warner, William R. Home Permanent	ABC	Kenyon and Eckhardt, Inc.
Welcome Back Baseball Starring Bing Crosby	General Mills, Inc. All Products	CBS	Knox-Reeves Adv., Inc.
Welcome, Traveler	The Procter and Gamble Co. Spic and Span, Lava Soap, Orlene, Tide, Joy, Othello P and C Products	NBC	The Biow Co., Inc.

We Love and Learn	Manhattan Soap Co., Inc. Sweetheart Soap, Blu-white Flakes, Other Manhattan Products	NBC	Duane Jones Co., Inc.
We, The People	Gulf Oil Corp. Gasoline, Oil, Lubricants, Tires, Insecticides	NBC	Young and Rubicam, Inc.
Wendy Warren and the News	General Foods Corp. Maxwell House Coffee	CBS	Benton and Bowles, Inc.
When a Girl Marries	General Foods Corp. Calumet, Swansdown, Sweet Cocoa Mix, Baker's Coconut, Other General Foods Products	NBC	Benton and Bowles, Inc. Young and Rubicam, Inc.
World News Roundup	Statco Corp. Glowing Xmas Tree Ornaments	CBS	Arthur Rosenberg Co., Inc.
World Series	Gillette Safety Razor Blades and Razors	MBS	Maxon, Inc.

XYZ

You Bet Your Life	Chrysler Corp. De Soto, Plymouth Dealers De Soto, Plymouth Cars	CBS	Batten, Barton, Dursstine and Osborn, Inc.
Young Dr. Malone	Procter and Gamble Co. Crisco	CBS	Compton Adv., Inc.
Young Widder Brown	Sterling Drug Co. Bayer Aspirin, Philips Milk of Magnesia, Other Products	NBC	Dancer, Fitzgerald, Sample, Inc.
Your Hit Parade	The American Tobacco Co. Lucky Strike Cigarettes	NBC	Batten, Barton, Dursstine and Osborn, Inc.
Your Home Beautiful	Benjamin Moore and Co. Paints and Varnish	MBS	St. Georges and Keyes, Inc.
Your Stand In	Colgate-Palmolive-Peet Co. Halo Shampoo	CBS	Sherman and Marquette
Yours Truly, Johnny Dollar	Wm. Wrigley Jr. Co. Chewing Gum	CBS	Arthur Meyerhoff and Co.
Zeke Manners	Legendorf United Bakeries, Inc. Bakery Products	ABC	The Biow Co., Inc.
Zeke Manners	Western Stove Company Western Holly Gas Range	ABC	Brooks Adv. Agency



for telecasting...for research...for merchandising...for industry...

there's nothing finer than

DUMONT

television transmitting equipment

DUMONT

Wherever you wish eyes and ears to extend beyond their physical range . . . wherever you wish to have many eyes see a closeup . . . whether in color or in black-and-white TV — Du Mont equipment assures you of the finest in precise, dependable, economical performance

**YEAR
AS PIONEER**

ALLEN B. DU MONT LABORATORIES, INC.
TELEVISION TRANSMITTER DIVISION
CLIFTON, N. J.



RADIO DAILY
TELEVISION DAILY

PRESENTS

**THE 1951
TELEVISION
YEAR BOOK**

JACK ALICOATE

Editor-in-Chief



FOR LOCAL AND REGIONAL TELEVISION

ZIV-TV

Your outstanding source of
dependable programming.



OTHER GREAT ZIV SHOWS

YESTERDAY'S NEWSREEL
EASY ACES • SPORTS ALBUM
FEATURES • WESTERNS • CARTOONS

All Ziv Shows are Produced Expressly for Television by
Experi Ziv Technicians, Writers, Musicians, Directors, and
Actors, Using the Finest and Latest Television Techniques

"THE Now! On Television!

CISCO KID"



Starring
DUNCAN RENALDO
AS "CISCO"
and
LEO CARRILLO
AS "PANCHO"



**AMERICA'S GREATEST SALESMAN
WITH A SENSATIONAL RECORD OF SALES!**

Great half-hour programs... the finest ever produced exclusively for television. Three full-length commercials. Each program a complete episode. Stirring adventures of O. Henry's famous Robin Hood of the Range.

CISCO GETS THE KIDS... SPONSORS GET THE SALES!



Now! On Television!

"STORY THEATRE"

TELEVISION'S FINEST AUDIENCE-BUILDING DRAMATIC SHOW!

Top actors, music, direction, and stories are combined for this great series. Jeanne Cagney, Eric Blore, John Beal, Robert Alda, Don Seymour, Bill Frawley, Peggy Dow and many other stars of the stage and screen bring to life such classics as Guy de Maupassant's "The Diamond Necklace," Mark Twain's "The Celebrated Jumping Frog," etc., in twenty-six half-hour programs produced exclusively for television. Each half-hour planned for three 1-minute commercials.

**TESTED AND PROVED BY ADVERTISERS
IN MARKET AFTER MARKET!**



ZIV

Television Programs INC.

1529 MADISON ROAD
CINCINNATI 6, OHIO

488 MADISON AVENUE
NEW YORK

5255 CLINTON AVE.
HOLLYWOOD

Take it Easy!

Change TV Programs from your
Easy Chair with the Amazing
Zenith "Lazy Bones"

REMOTE CONTROL



Not one knob to touch! That's right—you just hold the "Lazy Bones" control in your palm, anywhere in the room. To change programs one after another, just press lightly with your thumb. Absolutely nothing else to tune or re-tune. All the necessary adjustments are made for you—automatically. It's the far ahead design and extraordinary stability of Zenith's Turret Tuner that make possible such miraculous remote control! You must try it yourself to believe it. Your Zenith Radio and Television Dealer invites you, today.



New Zenith® "Byron" TV Console. 19 inch (238 sq. in.) 2-in-1 Reflection Proof screen, wider than a newspaper page! New "Super Range" chassis. Pre-tuned built-in antenna. 18th Century cabinet in rich Mahogany veneers.

©1953



ZENITH
—LONG DISTANCE—
RADIO
and TELEVISION





TELEVISION 1951

This, the Television Year Book of 1951 is as up-to-the-minute as tomorrow and as thorough as enthusiastic industry-wide cooperation and assistance could make it.

The pages that follow are a sincere and comprehensive compliment to the progress of Television in 1950 as well as coming innovations awaiting unveiling in 1951.

To all, everywhere, who have helped in the preparation of the pages that follow, our sincere gratitude.

JACK ALICOATE
Editor-in-Chief

impact!
impact!
impact!
impact!

impact!



FIRESIDE THEATER
for Procter and Gamble

ROYAL PLAYHOUSE
Fireside's new name
for regional sponsors

NIGHT EDITOR
The famous Hal Burdick
radio series brought to
television

**PROFESSOR LIGHTSKULL,
THE MIGHTY CHIMP**

Mysteries solved by Professor
Lightskull, the great
chimpanzee detective, and his
assistant, Doc Twiddle, and
his all-chimpanzee cast

Several additional film
packages under preparation

Impact is that which happens to someone who has been hit hard by Television programming it means a dynamic stirring of the senses during and long after the program has been seen

Bing Crosby Enterprises has been stirring the senses of America's tele-viewing masses with its great dramatic series "Royal Playhouse,"* produced for first run for Procter and Gamble Company under the name "Fireside Theater." Other productions now under way are "Night Editor" featuring that great story teller Hal Burdick, also Professor Lightskull and Doc Twiddle, a rollicking series of mystery plays 15 minutes long done with a great all-chimpanzee cast.

For information on all Bing Crosby Enterprises productions (or if interested in a program series created especially for you) call any United Programs, Inc., office listed below.

* *Royal Playhouse is still available for showing in a number of excellent markets*

Bing Crosby Enterprises, Inc.

TELEVISION DIVISION



NEW YORK Plaza 3-5299 • CHICAGO Humboldt 6-2888 • DETROIT EBrady 5-1035 • ST. LOUIS Chestnut 73-91 • DALLAS Prospect 7-8593 • LOS ANGELES CRestview 1-6131 • SAN FRANCISCO Garfield 1-4082

TV PROSPECTS FOR 1951

Below is a roundup of TV broadcaster opinion on the prospects for business in 1951. These opinions represent the answers to questions submitted by Radio-Television Daily at the close of business last year. The opinions follow:

Hugh A. L. Halff, president and treasurer, Southland Industries, Inc., operators of WOAI-TV, San Antonio, Tex.: "In our first year of operation, TV has shown excellent growth and each month indicates progress. We are looking forward to the year 1951 with great expectations as we have now passed the period where advertisers are buying time on WOAI-TV primarily from the standpoint of obtaining a position or franchise. This is now a well established television market which combined with our type of operation assures advertisers results for their television advertising dollar, not just the hope of obtaining results at some future date."

William Fay, vice-president, Stromberg-Carlson Company, Rochester, N. Y.: "Of course like everyone in station TV operation, we are having difficulty accommodating all network requests for time, but we are selecting the schedule we feel will best serve our audience. I believe the interest in TV which the public has shown for the past two years, will continue to grow—obviously, unless there is a drastic change in our national economic planning, set production will be greatly curtailed."

Marshall Rosene, general manager, WSAZ-TV, Huntington, West Va.: "I am pleased to report that since our microwave relay network went into operation a couple of months ago, our business has grown by leaps and bounds. This is true both as to network as well as national spot business. We are indeed satisfied in the manner our station is progressing, and as to my personal TV predictions for the year 1951, I can only see a continuing upsurge both on the part of set buying, as well as advertising."

Robert D. Swezey, general manager of WDSU, New Orleans, reported "television in New Orleans is moving ahead at pretty much the same rate as it is doing all over the country. Apart from a national emergency of extraordinary impact, I can see no reason why 1951 should not be an exceedingly bright year for television. In

my opinion, it has proved its merits as the most effective advertising media, and a channel for education and entertainment of lasting appeal."

Swezey's optimism was shared by **R. E. Dunville**, president of WLW, Cincinnati, who said:

"Television in 1951 should be good for everyone. In spite of the retention of set sales occasioned by confusing publicity on the matter of color, circulation should continue to increase during 1951 and expanding local and network hours is very definitely indicated. Our three television stations are operating from 7:30 a.m., to as late as 1 a.m., six days a week with a starting time on Sunday of 10:30 a.m., and our greatest problem is time clearances.

"Many stations have resorted to double and triple spotting and it is not anticipated that WLW television will take this step. Expenses will continue to rise in television operations, however, but unless some economic catastrophe occurs, 1951 should be a tremendous year."

By the end of 1951 TV will be tripled or better, according to **Miller C. Robertson**, vice-president in charge of sales at KSTP-TV, Minneapolis-St. Paul. Robertson added:

"According to the number of sets sold, this is one of the fastest growing TV markets. Local accounts are heavy TV time buyers and without a doubt, TV has taken its place in the Twin Cities beside radio as another great advertising medium."

Campbell Arnoux, president of WTAR-TV, Norfolk, Va., in answer to RADIO DAILY's query "how's business?" said "I am glad to say I don't know how it could be any better. We are rapidly reaching the sold-out situation and both local and national spot business is growing by leaps and bounds. Barring unexpected governmental restrictions on production, my personal prediction for TV in 1951 is that we will have more business than we can handle."

(Continued on Page 1039)

SNADER TELESCRIPTIIONS

... produced expressly for television!

COMPLETE LIBRARY NOW
PROGRAMMED ON AN EXCLUSIVE UNLIMITED-
USE BASIS BY LEADING TV STATIONS . . .
IN ALL MAJOR TV MARKETS FROM
COAST TO COAST!

featuring

these great stars
and many others!

PATRICIA MORISON
GALE STORM
TONI ARDEN
JUNE CHRISTY
CAB CALLOWAY & ORCH.
CHARLIE BARNET & ORCH.
LIONEL HAMPTON & ORCH.
COUNT BASIE & ORCH.
THE STARLIGHTERS
CARLOS MOLINAS
MITCHELL CHOIRBOYS
THE HARMONICATS
PEGGY LEE
MEL TORME
TEX RITTER
DIANA LYNN
WESLEY TUTTLE
RED INGLE
PAGE CAVANAUGH TRIO
NAT "KING" COLE
HERB JEFFRIES
CLARK DENNIS
THE PIED PIPERS
MERLE TRAVIS
FRANK YANKOVIC
LANNY ROSS
RED NICHOLS
ALLAN JONES
CONNIE HAINES

watch for our new
15 and 30 MINUTE TV PROGRAMS
available for "open-end"
sponsorship in all TV markets!

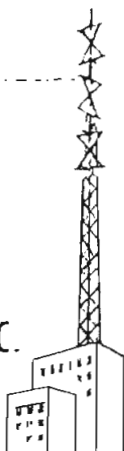
produced by
SNADER TELESCRIPTIIONS CORP.

LOUIS D. SNADER, *President*

distributed by
SNADER TELESCRIPTIIONS SALES, INC.

REUB KAUFMAN, *President*

BEVERLY HILLS • CHICAGO • NEW YORK



TV PROSPECTS FOR 1951

Reporting growing national spot business, *U. A. Latham*, general manager of WKRC-TV, Cincinnati, declared: "I am convinced that TV in '51 will be beyond all predictions, just as the set sales for 1950 extended beyond predictions."

"Undoubtedly, the network commitments will become more and more of a problem as national spot sales grow in size. However, network affiliations are naturally variable in getting the largest possible audience that will attract spot business. Therefore, the problem of balancing local, network and spot sales will become increasingly more difficult as TV advances."

Philip G. Lasky, vice-president and general manager, KPIX, San Francisco: "KPIX is two years old and we are quite gratified with the healthy way it has grown in this initial period. Business in 1950 has been active and satisfactory, and barring unusual upsets because of the world situation, we look to 1951 to bring complete economic stability to the television broadcasting business."

Alvin D. Schrott, manager, WJAC, Johnstown, Pa.: "As far as 1951 is concerned we believe that the set sales will continue to move along at a very good pace. It is almost a certainty that the quality of network shows will continue to improve, thereby swinging many of the 'die-hards' to TV."

Thad Holt, president, WAFM-TV, Birmingham, Ala.: "National spot business is definitely on the increase. 1951 should certainly be a great year for television."

Charles L. Glett, executive vice-president, Don Lee Television: "Business is at an all time high on Channel two, Los Angeles. National spot is growing at a tremendous rate. Barring any unusual circumstances, 1951 will be the most important year in the history of television."

Huan J. Tyler, manager of KFI-TV, Los Angeles, reports: "Business has been excellent with KFI-TV. National spot business is still growing, and being strictly an independent operation, we are not faced with any network affiliate problems. My personal prediction for 1951 is that television in this area will be bigger and better than ever. Most of the stations here are planning expanded schedules. In spite of material shortages and talk about color,

TV set sales are still going forward at a tremendous pace. Before 1951 has seen its finish, there will be over a million sets in the Los Angeles area. That is a market too large to overlook. It is true that there will be some material shortages brought on by an all-out defense effort on the part of our country. Perhaps there will be some sponsors who will have to curtail because of this. There will, however, be others in line to supplant them, and I see nothing but a big year ahead."

Richard B. Hull, radio-TV director for WOI-TV, Ames, Ia.: "Business is good with WOI-TV (both commercial and educational business). Spot business is still growing. The problem of handling network affiliation commitments is a hot one as you can imagine with a 4-network affiliation, an allocated two circuits out of Chicago West and policy which prevents beer, proprietary medicines, etc. and a generally tougher program acceptance policy than is normal (because of College ownership). On the good side is the fact we maintain our own local loop and deal equally with all 4 networks."

"For 1951 I predict TV itself will grow in acceptance and importance and in sale of time. Receiver sales will increase until the end of the first quarter. Only the NPA knows about new stations in view of the emergency and their 'freeze' may be more important than the FCC's."

M. C. Watters of WCPO-TV, Cincinnati, believes: "The trend toward the programming of good shows for daytime viewers will increase in 1951. It is our intention to continue to push WCPO-TV's daytime programming during the new year so that they will become an even greater attraction. Business is fine with WCPO-TV. The national spot business is growing by leaps and bounds. As we subscribe to both the ABC-TV and DuMont Television Networks, we will continue to handle the best programs which are made available to this station by those sources."

Frank Samuels, vice president of ABC in Hollywood, comments: "The national spot business is growing steadily as is our local business."





A TRIBUTE TO THE
ANGELS
OF ABC
TELEVISION

ADMIRAL CORP
 AMERICAN BAKERS
 AMERICAN TOBACCO
 AMERICAN SAFETY RAZOR
 ARNOLD BAKERS
 B. T. BABBITT
 BENDIX HOME APPLIANCES
 BEST FOODS
 BLATZ BREWING
 CANADA DRY
 COOK'S CHAMPAGNE
 DODGE DEALERS
 GENERAL MILLS
 GENERAL SODA CORP.
 GOODYEAR TIRE AND RUBBER
 GOSPEL BROADCASTING ASS'N
 GREEN GIANT CO.
 GRUEN WATCH CO.
 HUDSON MOTOR CAR
 IRONRITE CORP.
 KELLOGG COMPANY

P. LORILLARD
 MAIDENFORM, INC.
 M & M LTD
 MASON, A. & MAGENHEIME
 PACKARD MOTORS
 PEPSI-COLA
 PETERS SHOP
 PROCTER & GAMBLE
 PHARMACRAFT
 PHILCO CORP
 RANGER JOE, INC.
 RONSON ART METAL WORKS
 JOSEPH E. SCHLITZ BREWING CO.
 SEFMAN BROTHERS
 C. A. SWANSON & SONS
 VOICE OF PROPHECY
 THE U.S. ARMY & THE
 U.S. AIR FORCE RECRUITING
 WANDER COMPANY
 WINE CORP. OF AMERICA
 YOUNG PEOPLE'S CHURCH OF THE AIR

American Broadcasting Company

A. B. C. TELEVISION NETWORK

ROBERT E. KINTNER *President*

Youngest president of a major broadcasting system, ROBERT E. KINTNER, president of the American Broadcasting Company, has played a leading part in the advance of the network to a commanding position in the television field. A native of Stroudsburg, Pa., and a graduate of Swarthmore College, he had a distinguished newspaper career as a financial writer and Washington



KINTNER

correspondent before joining the Army in 1941. Following his discharge from the service as a Lieutenant Colonel, Kintner joined ABC as a vice-president. In 1946 he was elected executive vice-president of the network and in 1949 was elected its president. A resident of New York City, he is married and has two children, Susan and Michael.

FRED M. THROWER *Vice-President in Charge of Television Sales*

With a background of sales contact and sales experience from the time he entered the broadcasting industry at the age of 19, FRED THROWER has been largely responsible for the rapidly rising sales curve of the American Broadcasting Company. In 1942, when the Blue Network (predecessor of ABC) was set up as a separate entity, Thrower was named its general sales manager. In that year, gross billings of the network were



THROWER

\$15,782,493. Last year, with Thrower as its vice-president in charge of sales, the American Broadcasting Company reported gross radio billings of \$42,342,225. He was named to his present post in October, 1950. Thrower served as a naval lieutenant in England, Continental Europe and the CBI theatre during the war. A native of Florida, he is an enthusiastic hunter and deep sea fisherman.

ALEXANDER STRONACH, JR. *National Director of Television Programs*

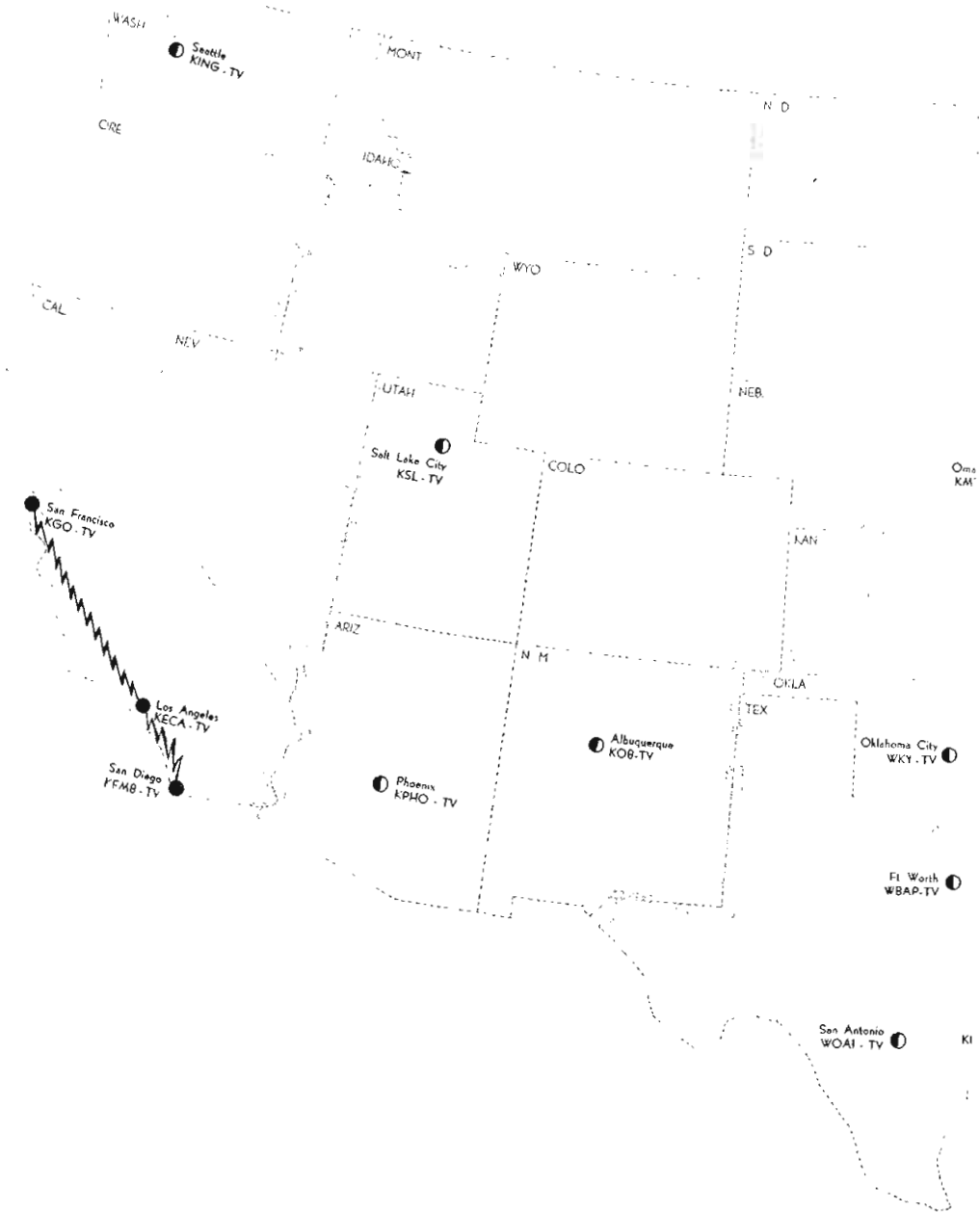
With a wide experience of writing, production, and agency operations in his background, ALEXANDER (SANDY) STRONACH, ABC's national director of television programs, joined the network in September, 1948. A former free lance writer for magazines and motion pictures, Stronach joined Young & Rubicam, Inc., in 1938 as a writer on the "We, The People" radio program. Subsequently, he produced and directed this program as well as



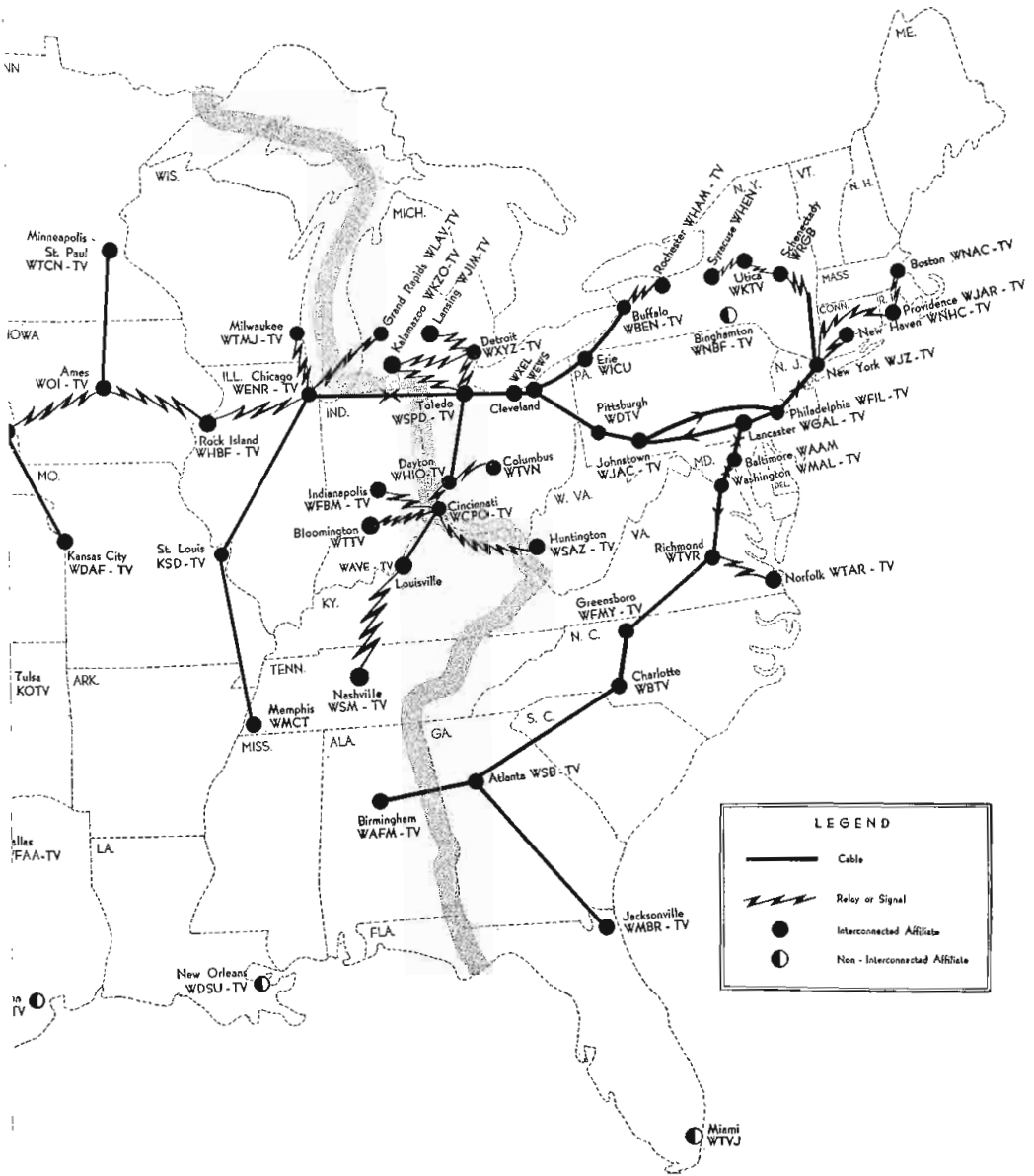
STRONACH, JR.

"Mystery Theatre," "The March of Time" and several other of the agency's commercial programs. In addition, he served as production supervisor, manager of the talent department and program manager for Y & R. In 1947 he became associated with the William Morris Agency as an executive in its radio and television department. In his present post, Stronach coordinates all television operations of ABC and its owned and operated stations.

AMERICAN BROADCAST



CASTING COMPANY







THE
MAGIC
IS BUILT-IN

There are two pictures on this page: the one you are looking at; and the one they are looking at (which you can't see).

To you the important picture is the people *in front of the television screen*. It is a picture of the special impact achieved only by this medium, yet which goes far beyond the novelty of television.

But we are equally concerned with the picture *on the screen*. For it is the result of creative programming which alone can *sustain* this kind of impact...building into every program the magic that holds the largest audiences week in and week out.

It is now clear that CBS is the richest source of such programming in television today; that CBS consistently has more of the most popular programs than any other network; and that most of these programs have been created or produced by the Columbia Broadcasting System.

This picture of television's impact is a picture any advertiser can create — but he needs the magic of CBS to hold it.

CBS TELEVISION

COLOR TV ADVANCES—IN MEDICINE

By G. F. ROLL, of Smith, Kline and French Laboratories



G. F. Roll

AS the government continues to wrestle with the problem of color television—it's up, it's down, it's up, etc.—and as the war clouds make this question academic, one fact remains clear:

Color television has slipped in the back door and it is performing a function which is becoming increasingly impor-

tant as the country arms itself against aggression.

Color television came into this unofficial status through the waiting room of the American doctor. It is an old story how the Philadelphia pharmaceutical firm, Smith, Kline & French Laboratories, obtained special equipment from the Columbia Broadcasting System to bring color televised surgery and medicine to medical meetings from coast to coast.

What's new is that this project has now apparently become a permanent fixture in the medical and electronic worlds. The color television feature at medical meetings is no longer a novelty, but rather a basic contribution. The American Medical Association, to cite the most conspicuous example, has featured SK&F's color television at its last four meetings and will again have medical colorcasts at its annual session this June in Atlantic City. The American College of Physicians has presented these programs at its last two meetings. In April the American College of Physicians will present its second program of color televised clinics. In addition to these titans, state and city medical groups have brought SK&F's programs to their members.

Why? When you consider that the medium is no longer a novelty and yet maintains its popularity for medical audiences, it becomes clear that its appeal is due to its educational value. This was clearly demonstrated last fall when SK&F, with the cooperation of the Wayne University College of Medicine, put on the first post-

graduate medical seminar conducted entirely by color television. How did this impress Detroit medical circles? The University conducted a survey of some 500 doctors who attended the seminar. Over 300 responded, and out of this amazing return two outstanding statistics were obtained. First, 96 per cent stated that they preferred watching surgery by color television than by sitting in the old-fashioned surgical amphitheater. This is not surprising: from the amphitheater you see next to nothing, while on the color television screen you see as much as the surgeon does. Secondly, 85 per cent stated a preference for color televised medical clinics—featuring live patients—as opposed to the usual procedure of hearing a lecture at best accompanied by slides.

This remarkable degree of acceptance was characteristic of the entire series of colorcasts which SK&F has put on using the practical, natural-color system of CBS. And there has been ample opportunity to judge this. In 1950 alone, SK&F color TV traveled 14,000 miles to 13 medical meetings from Boston to San Francisco, transmitting more than 300 individual operations and medical clinics to an audience which reached a total of 137,000.

Thirteen such programs have been scheduled from February to June of this year, starting recently with a program for the annual Atlanta Graduate Medical Assembly.

All of these programs are supervised by SK&F's Medical Television Unit, headed by two physicians, and employing the services of CBS technicians. The camera moves to within a few feet of the operating table, and transmits an unmatched view of the operation to 15 or 20 special receivers set up at the convention site. Generally a micro-wave radio link is used for the transmission. The programs also feature medical clinics involving a certain amount of TV "staging" to maintain utmost interest. The Medical TV Unit has written a special guide for the physicians who appear before the camera, explaining the little points which give the presentation a professional touch.

In short, this series of programs has become the foremost example of television's teaching value.



C. B. S. TELEVISION NETWORK

FRANK STANTON President

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



STANTON

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.

HUBBELL ROBINSON, JR. Vice-President in Charge of Network Programs

In story book fashion, HUBBELL ROBINSON, JR. started at the bottom as a messenger with Young & Rubicam in 1928 and in 1944 was made a vice president of the firm. Subsequently he joined the Blue Network (now ABC) as vice president and director of programs and in 1945 he moved to Foote, Cone & Belding as vice president in charge of radio. Robinson came to CBS in 1946 to take over direction of AM network programs. On January 1, 1950 he



ROBINSON, JR.

assumed general supervision and direction of all CBS programming, both radio and TV. Robinson was born in Schenectady, N. Y., on Oct. 16, 1905, attended Phillips Exeter Academy and Brown U., receiving his B. A. in 1927. After graduation he became a reporter on the Schenectady Union Star and later on the Knickerbocker Press in Albany. In 1928 he moved to New York and entered advertising.

J. L. VAN VOLKENBURG Vice-President in Charge of Network Sales

A member of the CBS family for 19 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 man-



VAN VOLKENBURG

ager 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.

COLUMBIA BROADCAST



CASTING SYSTEM



DU MONT

20th year

*as pioneer
in television*

1931-1951





ALLEN B. DU MONT

The story of television in those twenty years is the story of Dr. Allen B. Du Mont, President and Founder of the Allen B. Du Mont Laboratories, Inc.

First in development It was Dr. Du Mont whose research, begun in 1931, changed the cathode ray tube from a laboratory curiosity into a practical television picture tube.

First in radar It was Dr. Du Mont's work, on which he applied for patents in 1933, that was developed in military secrecy to provide radar.

First in fine receivers Du Mont built the first home receivers in 1939. Many are still in use. Du Mont was first to offer a fine line of post-war receivers.

First television station Du Mont established the first really equipped, regularly operating station, WABD, New York City, in 1944.

First television network In 1946, Du Mont opened the first television network, Station WABD, New York City, to Station WTTG, Washington D.C.

First in daytime television Du Mont inaugurated the first regular daytime programming in 1948.

First with the big tube Du Mont was the first with the 19-inch tube, the first with the giant 30-inch tube, producing the world's largest direct-view television receiver.

First in station equipment Du Mont has planned, designed and built many of the nation's leading stations — and the high-fidelity electronic equipment used for telecasting.

First in precision electronics Du Mont is the world's foremost maker of scientific precision instruments utilizing the electronic cathode ray tube.

World's largest cathode ray tube plant The Du Mont plant at Clifton, New Jersey, is the world's largest cathode ray tube manufacturing plant.

The name "Du Mont" is on every milestone in the short but eventful history of television. Du Mont has the experience, the know-how,

the facilities. In television broadcasting, network or local, program or spot, it pays to talk it over at Du Mont *first*.

62 STATIONS



THE NATION'S WINDOW ON THE WORLD

515 MADISON AVENUE, NEW YORK 22, NEW YORK • PHONE: MUrray Hill 8-2600

Copyright 1951. A Division of the Allen B. DuMont Laboratories, Inc.

MARKETING SYNDICATED TV

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



John L. Sinn

A NATIONAL magazine recently noted that television shows originating in New York, Hollywood, and Chicago, with star-studded casts and high production budgets, do not completely service the needs of television stations throughout the country, who must fill up their time with local shows, locally pro-

duced.

The magazine then went on to paint a rather gloomy picture of the failure of the local, "grassroots," stations to come up with worthwhile programs, with a very few exceptions.

If we admit this is so—and it is hard to escape the fact that local producers, directors, and talent are seldom able to compete on equal terms with those in New York, Hollywood, and Chicago—it becomes increasingly evident that the local advertiser who must reach the consumer through television, has to depend more and more upon the producers of top-notch syndicated television films to help him do the job that must be done in his community.

The local television advertiser is the backbone of the industry, just as the local radio advertiser is the backbone of that industry. He is the gent who has less dollars to spend in total than his national competitors; however, frequently he has as many or more dollars as his national competitor to spend in his own city or region.

The unmistakable trend during the past few years among such advertisers has been to sponsor a filmed-syndicated show.

Having found, sometimes through trial and error, that his own community is unable to provide him with the kind of entertainment he must furnish in order to attract attention to his sales message, he has been investing his advertising dollars in programs featuring big-name stars, or nationally established characters, such as "Cisco Kid."

And, he has found that such an investment has paid off for him handsomely, because he now has the tools with which to buck the competition in his own community from both national and other local firms in the same business.

Here are some typical figures to prove the point:

In San Francisco, "Cisco Kid," a filmed-syndicated production featuring name stars (Duncan Renaldo and Leo Carillo) and as established favorite western character (Cisco Kid), has achieved a 45 rating for its sponsor in that city, Kilpatrick Baking Company. In Los Angeles, for Weber's Bread, the program has built a 33 rating against top competition. In Detroit, where it is sponsored by Packer's Super Market, "Cisco Kid" has a rating of 36.

With such ratings, the local sponsor is assured of reaching as big an audience—if not bigger—than his competitors in his city—which is the only city he cares about—or in his region—which is the only region he is interested in. He has invested his money wisely. He has not wasted one cent in market areas where he has no potential customers or where he has no distribution of his product. He has pinpointed his selling message in exactly the city or areas he knows he has to reach.

Is "Cisco Kid" extraordinary in its rating achievements? Let's examine some typical figures achieved by another filmed-syndicated show, "Story Theater," which is half-hour adaptations of famous stories by famous authors, with casts featuring well known Hollywood actors.

In Detroit, for the Detroit Edison Company, "Story Theater" has a rating of 25. For Rosenbaum's Department Store in Pittsburgh, the program has a 60.5. It's a 20 for the Cincinnati Gas and Electric Company, and a 22 for the Harvard Brewing Company in Boston.

In short, the Main Street butcher, baker and candlestick maker, in small towns and big cities, can successfully meet his competition, local and national, in his city at a price he can afford to pay. He need not gamble on a show produced by people without know-how. By turning to the producer of filmed-syndicated programming he is assured of buying the best.



DuMONT TELEVISION NETWORK

DR. ALLEN B. DuMONT *President*

DR. ALLEN B. DU MONT is president of Allen B. Du Mont Laboratories, Inc., the only company in the United States devoted exclusively to television in all its phases. During 1951, the Du Mont Laboratories is celebrating its 20th anniversary. Dr. Du Mont is world famous for making TV possible by perfecting the commercial cathode-ray tube with its clear, bright, and reliable pictures. A Brooklyn-born graduate



DuMONT

of Rensselaer Polytechnic Institute, Dr. Du Mont has an impressive list of "firsts" to his credit. He founded the world's first TV network which has more than 60 stations, three of which are owned and operated by his organizations. He introduced the world's first commercial TV sets, was the first to make regular recordings of TV programs, and this year he has introduced the world's largest TV set, the Du Mont 30-inch model.

MORTIMER W. LOEWI *Director*

COMMANDER MORTIMER W. LOEWI is currently director of the Du Mont Television Network. Financial mentor and business counselor through the early development of the Allen B. Du Mont Laboratories, Inc., Commander Loewi has devoted his attention during the last few years primarily to building the network. In the industry, he is credited with being "the father of day-time television" and with proving low-cost production techniques,



LOEWI

whose need has been emphasized by the recent agreement with the Television Authority. Commander Loewi first came to New York in his college days to study art at Brooklyn's Pratt Institute and the Art Students League, later going to Paris where he studied at Julian Academy. He served with the Navy during World War II, returning to Du Mont afterward to continue his efforts in laying the ground work for effective, competitive, nationwide television.

CHRIS J. WITTING *General Manager*

Joining the Du Mont organization in June 1947, CHRIS J. WITTING has forged to the front of the television industry and, as general manager of Du Mont Television Network, has made substantial contributions to the extension and expansion of sales and program service to the many areas of the nation that currently enjoy video. Witting attended New York University and Columbia University as well as the Fordham Law



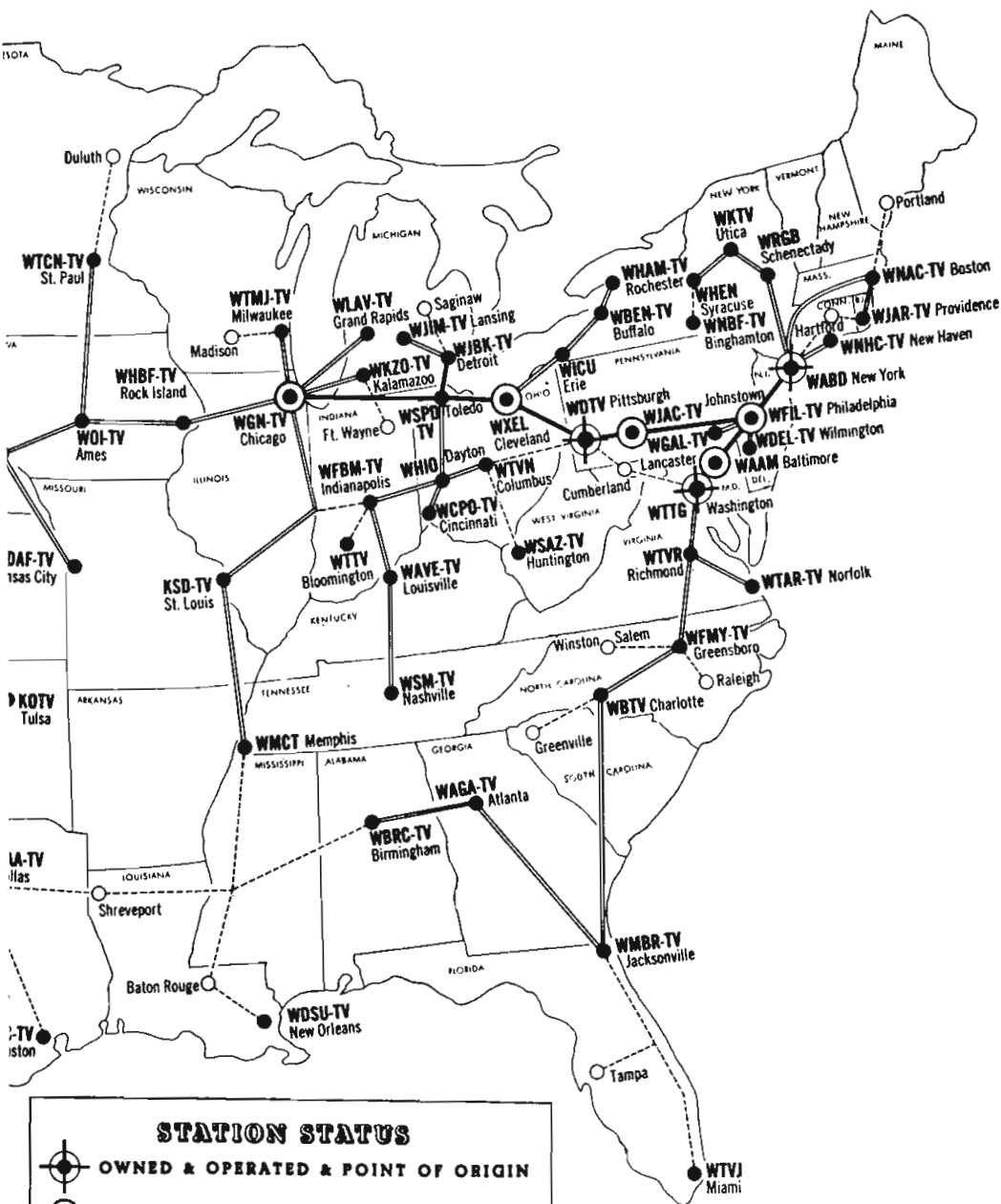
WITTING

School. Thereafter he joined the firm of Price, Waterhouse Company. In 1940 he was elected comptroller of the U.S.O. Camp Shows and as an executive officer of that world-wide organization, he played an important part in providing entertainment to twelve million men scattered over the globe. After a year with the Maritime Service with the rank of Commander, he returned to the U.S.O. Camp Shows.

DUMONT TELE



VISION NETWORK



STATION STATUS

- OWNED & OPERATED & POINT OF ORIGIN
- AFFILIATED & POINT OF ORIGIN
- OPERATING STATION (Call Letters Indicate Affiliate)
- APPLICATION PENDING

CIRCUIT STATUS

- FULL TIME CIRCUIT
- CIRCUIT SHARED WITH OTHER NETWORKS
- PROJECTED CIRCUITS

WILL TV AID MOVIES?

By IRVING SHAPIRO, President of Standard Television Corp.



Irving Shapiro

THE so-called battle between motion pictures and television has assumed a scare importance far beyond reality, largely because the motion picture industry, in attempting to analyze the new giant form of entertainment, has allowed itself to become unnecessarily intimidated, and has given itself up to the exorcism of a supposed

menace.

The fear is unreasonable and the blindness is unnecessary. There is a relationship to television in which our picture industry can gain and grow, and the sooner we find it the better. Instances of business experience are showing us the way, and the following is an example—the occasion of the first televising of *THEIRS IS THE GLORY*. This film was highly praised by the press in England, but theatrical release in the United States was not worked out. It was shown over KECA-TV in Los Angeles. A direct result of this television showing was a number of inquiries from theatrical exhibitors requesting information on the availability of the picture for theatrical bookings. In addition to the direct result, an effect of international understanding was accomplished. The producers of the picture had felt naturally, that they were being denied a hearing in the United States market, and that the possibility of profitable theatrical releases was being unfairly withheld from them. Of course the result of all this, directly from television, is that we have a friend instead of a foe.

Largely because of the motion picture industry's fears of television, the broad possibilities of the new medium as a sales avenue have been neglected, except in the smallest sense. Television has been dramatically successful in selling almost all other American products. An irrational dread, chimeras of impossible competition, have prevented the movies from using it.

Plain common sense must be restored to the connection between pictures and television. The television producer will never have the budget for *GONE WITH THE WIND*, *BEST YEARS OF OUR LIVES*, *SAMSOM AND DELILAH*. Is any observer ready to declare that such entertainment as these productions constitute is in jeopardy from television? Rather, why not take advantage of the television screen to bring home to the public the inescapable fact that it depends upon the motion picture industry for an art and entertainment of the greatest magnitude?

What has television to offer? Let's find some good points in the presumed conflict of giants. The following is an attempt to sketch some of them:

Television can find, or has found, in the movies:

1. A well-developed philosophy and practice of visual narration. Television needed it. Television business is mainly administered by radio people, used to telling their stories with nothing but words and sounds.
2. An equipment of technology and techniques which it would otherwise find impossible, in time and money.
3. A vast storehouse of completed entertainment. Accessible films eliminate all pre-production television expense, and it's terrific.
4. A series idea. Pictures invented it. Television perishes without it.
5. Star power—in the can. A Chicago automobile dealer offers his TV audience Stewart Granger, Yehudi Menuhin, Laurel and Hardy, Frederic March, Burgess Meredith, Constance Bennett, Adolph Menjou, Sir Cedric Hardwicke, Alan Ladd, Ralph Richardson.
6. Fresh cultural and entertainment resources. *MAGIC BOW* had played an art house in Chicago. When it was scheduled and announced for TV, one music teacher made it required viewing for 500 students; besides which it was an entertainment smash, with instant clamor for rerun. Television had it from the British studios, along with *SILVER FLEET*, *TAWNY PIT*, *MR. PERRIN AND MR. TRAIL*, *THE BROTHERS*, *BLIND GODDESS*, *MY BROTHER'S KEEPER*.



N. B. C. TELEVISION NETWORK

NILES TRAMMELL *Chairman of the Board*

One of those career men in radio who has devoted his energies to building broadcasting into the great public service and commercial medium that it is today, NILES TRAMMELL, Chairman of the Board of NBC, got his start as a commercial representative with the Pacific Division of the Radio Corporation of America back in 1923. In 1928 he joined NBC as a salesman and within 12 years had risen to the position of president of the network.



TRAMMELL

Trammell has diligently attended to the improvement of NBC facilities and programs and is now devoting much of his time to the encouragement of new television technique. He is an all-out advocate of black-and-white sight-and-sound transmission. He was born in Marietta, Ga., on July 6, 1894, attended Sewanee Military Academy and the University of the South. Commissioned a second lieutenant, he served in the Army during World War I.

JOSEPH H. McCONNELL *President*

A counsel and executive for RCA since 1941, JOSEPH HOWARD McCONNELL was elected president of NBC on Oct. 7, 1949. Prior to that, he had been executive vice-president and vice-president in charge of finance for RCA. Receiving his Doctor of Laws degree from the University of Virginia in 1931, he became associated with law firms in Florida and North Carolina. In 1933 he joined the legal staff of the NRA, under Donald Richberg, in Washing-



McCONNELL

ton. D. C. McConnell served as director of one of the agency's three legal sections until 1935, when he became an associate in the New York law firm of Cotton, Franklin, Wright & Gordon. There he specialized in the legal phases of government regulation of corporate enterprise. A native of Davidson, N. C., McConnell is a member of many organizations, including Phi Beta Kappa and Kappa Alpha.

CHARLES R. DENNY *Executive Vice-President*

CHARLES R. DENNY, a lawyer by profession, was elected executive vice-president of NBC on July 1, 1948. He was admitted to the law practice in Washington, D. C. in 1936 and until 1938 served with the law firm of Covington, Burling, Rublee, Acheson and Shorb. Appointed to the Department of Justice in 1938, he remained there until 1941. While in the department he served as special assistant to the Attorney General and was later promoted to



DENNY

chief of the Appellate Section of the Lands Division. Denny next moved on to the FCC where he served as general counsel until appointed a commissioner by President Roosevelt in 1945. He was later named assistant chairman and in 1946 President Truman appointed him chairman of the FCC. Denny came to NBC as vice-president and general counsel in Oct. 1947. He is a native of Baltimore, Md.



Milestone in Mass Magic

1951 introduces a new era in television. It marks a major milestone: television's emergence as a mature, a truly mass medium. For 1950 saw the television population more than double in size . . . saw it reach and pass the largest circulation available through national magazines . . . saw it cross the 10,000,000 mark, with more than 40 million viewers every week.

Certainly, new millions all over the country saw the magic of television reflected

in their receivers. Seven new markets were opened to television in 1950. Twenty-one stations were added to the interconnected network to bring NBC programs "live" to 17 markets . . . to 63 markets, all told—63 markets which contain 6 out of every 10 persons in the U.S. And certainly the NBC programs broadcast in these markets played a huge part in raising television to its gigantic, 1951 proportions.

ADVERTISERS, JANUARY, 1951

Admiral Corp.
American Cigarette & Cigar Co., Inc.
American Home Products Corp.
American Tobacco Co.
Anchor-Hocking Glass Corp.
Armour & Co.
Armstrong Cork Co.
Benrus Watch Co., Inc.
Bonofide Mills, Inc.
Borden Co.
Bristol-Myers Co.

Brown Shoe Co.
Campbell Soup Co.
Chesebrough Mfg. Co.
Colgate-Palmolive-Peet Co.
Congoleum-Noirn, Inc.
Corn Products Refining Co.
Crosley Div. Avco Mfg. Corp.
Derby Foods, Inc.
De Soto Div. of The Chrysler Corp.
Durkee Famous Foods, Inc.
Emerson Radio & Phonograph Co., Inc.

Firestone Tire & Rubber Co.
Ford Dealers of America
Ford Motor Div., Ford Motor Co.
Frigidoire Div., General Motors Corp.
General Foods Corp.
Gillette Safety Razor Co.
Gulf Oil Corp.
Hazel Bishop, Inc.
Hunt Foods, Inc.
International Shoe Co.
Andrew Jergens Co.

Most popular programs

For throughout the year, most of the top-rated programs were on NBC. Latest reports show NBC with 7 of the top 10 programs. And that's only part of the picture: NBC's program leadership is marked in every major program category: comedy, variety, drama, mystery, news, juvenile, music and women's daytime shows.

Add the NBC broadcasts of the United Nations sessions . . . the operas produced especially for television . . . the modern living series planned for the younger viewers . . . the vivid news reports which every day set higher standards in a new form of journalism—and a host of other memorable programs which round out the most complete and satisfying schedule in television.

Add, too, such bold (and successful) programming concepts as the Saturday Night Revue . . . the Sunday Comedy Hour . . . the Wednesday Four-Star Revue . . . Broadway Open House . . . the Kate Smith Show—and you see why

the average sponsored program on NBC delivered 40% more homes than the average sponsored program on the second network.

Facilities expansion

And to mount these and other programs on NBC's expanded schedules required a parallel

and staggering expansion of facilities, both in space and equipment. The largest and best-equipped scenic construction shop in television was set up, and New York's Center Theatre was converted to the world's largest television studio. Four additional TV studios were opened.

New advertising concepts

Credit NBC's tripled billings to 69 shrewd buyers and to audience-winning programs. But chalk up an assist to NBC's Hofstra Study—the first precise measurement of the sales effectiveness of television advertising. And another assist to the new concepts in selling introduced by NBC: rotating sponsorships . . . alternate-week advertising . . . multiple sponsorship of top-rated shows—ideas which immediately made big-time television practical for moderate-budget advertisers.

A great national asset

The curtain rises on 1951 with television solidly welded into the social and selling structure of the nation . . . with NBC more firmly established as first choice of viewers and therefore by advertisers. And with a clarity that rivals the sparkling images on the screen, 1951 sees television—the most compelling vehicle of mass communication ever devised—ready, at a moment's notice, to serve the need of this country in peace or war.

NBC TELEVISION

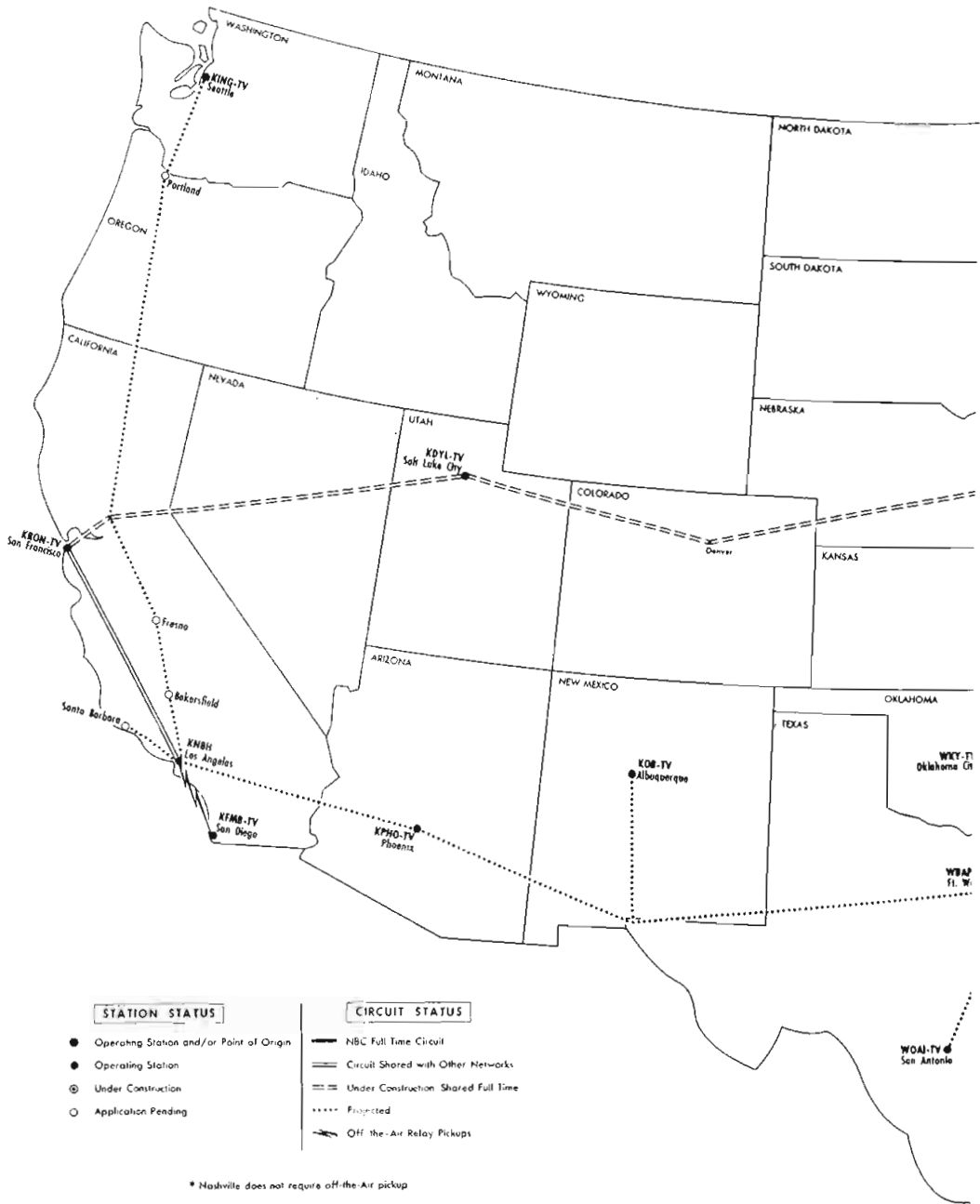
America's No. 1 Television Network

The Kellogg Co.
Kraft Foods Co.
P. Lorillard Co.
Manhattan Soap Co.
Mars, Inc.
Miles Laboratories, Inc.
Minnesota Mining & Mfg. Co.
Minute Maid Corp.
Mohawk Carpet Mills, Inc.
Motorola, Inc.
Mutual Benefit Health & Accident Assoc.
National Dairy Products Corp.

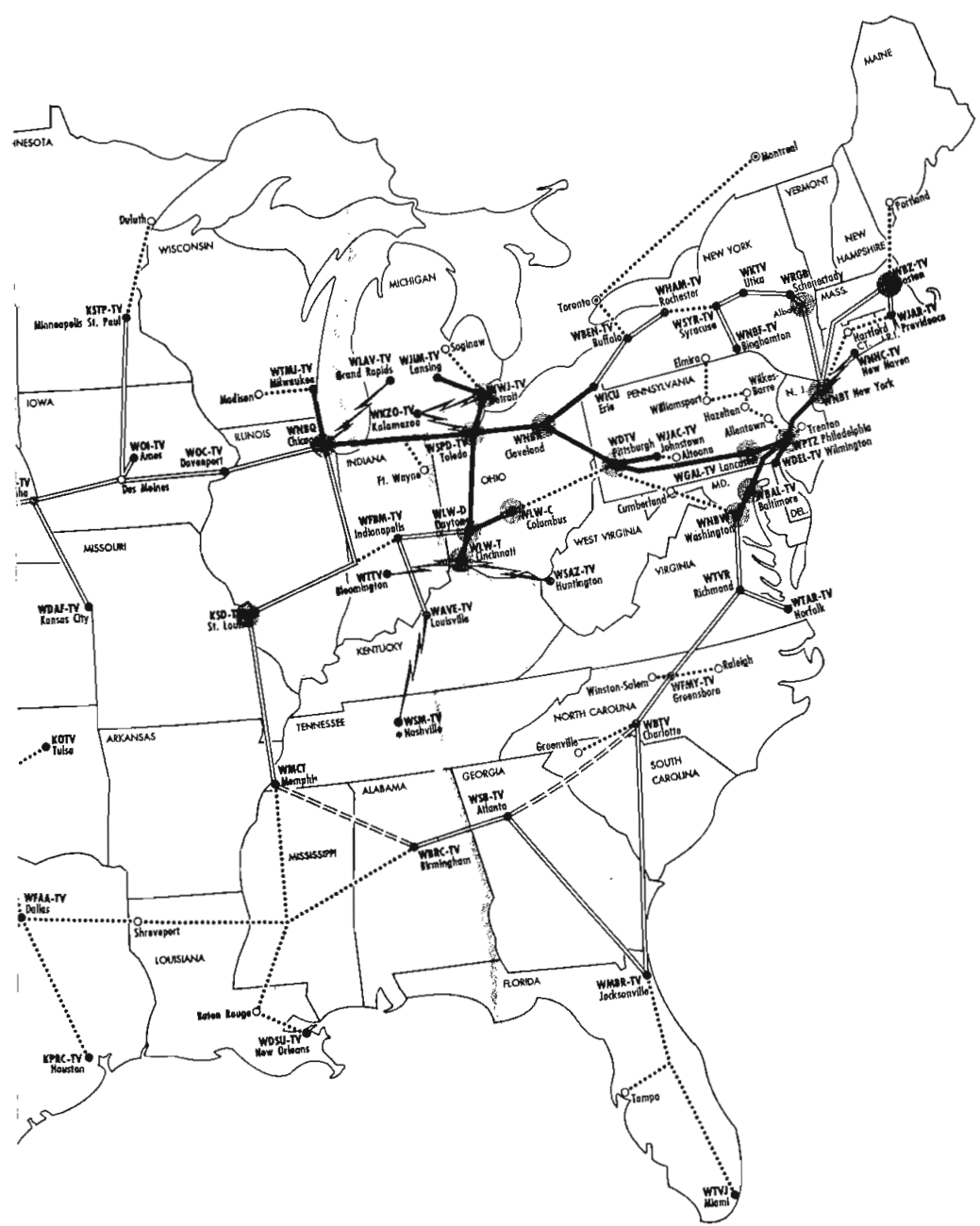
Naturalizer Div. of Brown Shoe Co.
Norge Div. Borg-Warner
Pet Milk Sales Corp.
Philco Corp.
Procter & Gamble Co.
Quaker Oats Co.
Radio Corp. of America
Revere Copper & Brass, Inc.
R. J. Reynolds Tobacco Co.
Riggio Tobacco Corp.
Sales Builders, Inc.
Simmons Co.

The S.O.S. Co.
Snow Crop Marketers, Inc.
Speidel Corp.
Standard Brands, Inc.
Standard Oil Co. of Indiana
Stokely-Van Camp, Inc.
Swift & Co.
The Texas Co.
United States Tobacco Co.
The Wander Co.
Welch Grape Juice Co.
Wildroot Company, Inc.

NATIONAL BROAD



CASTING COMPANY



Index of TV STATION PERSONALITIES



Adanti, Paul	WHEN	1069	Lang, Ernest A.	WMAR-TV	1073
Alvarez, Maria Helen	KOTV	1069	Larson, G. Bennett	WPIX	1073
Arnoux, Campbell	WTAR-TV	1070	Lasker, H. P.	WLW-D	1083
Bannister, Harry	WWJ-TV	1088	Lasky, Philip G.	KPIX	1073
Berkeley, Kenneth H.	WMAL-TV	1079	Latham, U. A.	WKRC-TV	1074
Bitner, Harry, M., Jr.	WFMB-TV	1079	Leonard, James	WLW-C	1083
Borel, Richard A.	WBNS-TV	1065	Lord, Nathan	WAVE-TV	1068
Burbach, George M.	KSD-TV	1070	Mastin, Cecil D.	WBNF-TV	1084
Campbell, Martin B.	WFAA-TV	1068	McAndrew, W. R.	WNBW	1074
Carter, Ken	WAAM-TV	1065	McCormick, John	WNBK	1084
Clipp, Roger W.	WFIL-TV	1068	McFadden, Thomas B.	KNBH	1074
Compton, Walter	WTTG	1069	Outler, John M., Jr.	WSB-TV	1084
Cranston, George	WBAP-TV	1066	Palmer, Col. B. J.	WOC-TV	1075
Crutchfield, Charles H.	WBTW	1066	Pangborn, Arden X.	WOAI-TV	1085
Demoss, Lyle	WOW-TV	1067	Riddell, James G.	WXYZ-TV	1075
Doan, Richard	WCBS-TV	1067	Rogers, W. D., Jr.	KEYL-TV	1085
Doty, Clarence L.	WJZ-TV	1080	Rosenhaus, Irving Robert	WATV	1075
Dunham, Harrison M.	KTTV	1080	Ruwitch, Lee	WTVJ	1085
Dunville, Robert E.	WLW-TV	1063	Saddler, Owen	KMTV	1086
Evans, C. Richard.	KSL-TV	1080	Schreiber, Frank P.	WGN-TV	1086
Fay, William	WHAM-TV	1063	Schrott, Alvin D.	WJAC-TV	1066
Fedderson, Don	KLAC-TV	1065	Seebach, Julius F.	WOR-TV	1076
Fetzer, John E.	WKZO-TV	1067	Sholis, Victor A.	WHAS-TV	1086
Flanigan, E. Y.	WSPD-TV	1070	Snyder, Franklin	WXEL	1087
Fox, S. S.	KDYL-TV	1081	Steed, Hy M.	WLAV-TV	1076
Gross, Hall	WJIM-TV	1071	Stewart, Donald A.	WDTV	1076
Grubb, Gayle V.	KGO-TV	1081	Stone, Harry L.	KPHO-TV	1087
Half, Hugh A. L.	WOAI-TV	1071	Stowman, Kenneth W.	WFIL-TV	1087
Hamann, G. P.	WBRC-TV	1071	Sugg, P. A.	WKY-TV	1088
Harris, Jack	KPRC-TV	1064	Swartley, William C.	WBZ-TV	1077
Havens, Wilbur M.	WTVR	1072	Swezey, Robert Dwight	WDSU-TV	1077
Hayes, John	WTOP-TV	1072	Swift, G. Richard	WCBS-TV	1077
Holt, Thad	WAFM-TV	1081	Thomas, Eugene S.	WOR-TV	1078
Hubbard, Stanley E.	KSTP-TV	1082	Thompson, C. Robert	WBEN-TV	1078
Hull, Richard B.	WOI-TV	1082	Tyler, Haan J.	KFI-TV	1088
Johnson, George S.	KOB-TV	1082	Vanda, Charles	WCAU-TV	1078
Johnson, Les	WBNF-TV	1072	Watters, M. C.	WCPO-TV	1084
Kelley, Gaines	WFMY-TV	1064	Winnie, R. G.	WTMJ-TV	1079
Landsberg, Klaus	KTLA	1083			

TV STATION PERSONALITIES

1950-1951

The Year Book of Television herewith presents a roster of TV executives in the Station Management field as they appeared in the "Tele Topics" column of 1950-51 editions of Radio-Television Daily.



For a man who started out to be a barge line operator on the Mississippi, then became the youngest advertising manager in St. Louis motor circles at the age of 22, ROBERT E. DUNVILLE, president and general manager of the Crosley Broadcasting Corporation, still finds time to devote to the career that became a hobby. A steamboat whistle is, to Bob, what the opening game is to a baseball fan. Bob was born in St. Louis and is a graduate of the University of Missouri. After a short career in the automotive industry,



DUNVILLE

he joined the sales department of KMOX, St. Louis, and shortly thereafter was named assistant general manager of the station. In 1937, Bob joined the staff of WLW and was appointed general manager of WSAI, then owned by the Crosley Broadcasting Corporation. In 1938 he became general manager of the two stations. Bob was appointed vice-president of Crosley and general manager of WLW in 1944 and was elected president of the corporation in 1949.



WILLIAM FAY, vice-president in charge of the broadcasting division of Stromberg-Carlson and a director of that company, is general manager of its three stations, WHAM-AM-FM-TV. He was born in East Hartland, Conn., and after graduating from Albany Business College in 1922 he joined WGY, Schenectady, as musical conductor, baritone soloist and announcer. Bill went to Buffalo in 1927 where he became studio manager of WMAK. While there he also did the play-by-play baseball of the Buffalo Bisons of



FAY

the International League, in addition to his other duties. In 1928 he was invited to WHAM as program manager and in 1929 stepped up to general manager. In 1942 he was made vice-president and director of the Stromberg-Carlson Company. Bill's particular pride is Rochester Radio City, built at a cost of \$1,000,000, and housing the three Stromberg stations. The building was completed in 1948. He is a director of NAB District II which encompasses New Jersey and the Broadcaster's Advisory Council.





M. C. WATTERS broke into radio with NBC in Washington, D. C., following his graduation from Georgetown University. Before going to Rochester, New York, as general manager of the Gannett Newspapers' WHEC, Mort spent a year as radio director of the Lewis Edwin Ryan agency in the capital city. He left Rochester to manage WCHS, Charleston, West Va. and was instrumental in forming the West Virginia Network. In 1938, Mort joined Scripps-Howard Radio, Inc. as general manager of WCPO in Cincinnati.



WATTERS

Two years later, at the age of 31, he became a vice-president of Scripps-Howard Radio and was made a director of the corporation in 1941. In 1949, Mort directed the construction and opening of WCPO-TV, which was the first television station to become an operation completely separated from and independent of its AM affiliate. Under Mort's guidance, WCPO-TV was the first station to go into heavy daytime programming and one of the first to go into black figures.



GAINES KELLEY, general manager of WFMY-FM and WFMY-TV since the station first went on the air in March, 1948, has had wide experience in newspaper advertising and has taken an active part in community life in Greensboro, N. C. He was reared in Birmingham, Ala., and attended the Birmingham YMCA School of Technology, majoring in administration, office practices and salesmanship. Gaines was associ-



KELLEY

ated with the Progressive Farmer, the South's biggest farm journal for 12 years and from 1932 to 1948 he was classified advertising manager of the Greensboro Daily News and The Greensboro Record, owners of WFMY operations. He is a charter member of the Greensboro Junior Chamber of Commerce and a member of city's C of C as well as a past president of the local Lions Club.



JACK HARRIS, general manager of KPRC and KPRC-TV, Houston, Texas, considers coverage of the Mississippi flood in 1937 as one of the three most important "big stories" he took part in. At the time Jack was director of news and special events at WSM, Nashville. Together with Jack DeWitt, chief engineer, he staged short-wave broadcasts from half a dozen hitherto unreported key spots in the vast flood area. The broadcasts were carried by 600 stations. Four years later Jack was in Washington as deputy to Ed Kirby,



HARRIS

setting up the Army's first radio broadcasting activities. During the war he covered initial Army maneuvers, produced many of the award-winning Army Hour broadcasts, took over Radio Tokyo facilities for Gen. MacArthur, and was in charge of the broadcast of the Japanese surrender aboard the USS Missouri (this was his second "big story." Returning to Texas, Jack took the helm of KPRC and entered TV last June 1 when The Houston Post Company purchased KLEETV.





KEN CARTER, general manager of TV station WAAM, Baltimore, has been in the broadcasting business for only eight years. He was born in Baltimore and his early career with a chain of health clubs was due to his youthful ability as an athlete. It was in Hollywood that the "entertainment bug" bit Ken, and when he decided to leave the health club business he turned to radio. His first year in the medium was spent



CARTER

as a time salesman for an independent station in Baltimore. Later he assumed the duties of national sales manager, general sales manager, and, when TV was added, he became general sales manager of the combined operation. After his resignation from WBAL, Ken moved to WMAR-TV on special sales assignments. He joined WAAM in mid-October, 1949, as local sales manager, and was made general manager in November, 1950.



DON FEDDERSON, executive vice-president and general manager of KLAC and KLAC-TV, Hollywood, Cal., entered radio from the newspaper field just eight years ago as sales manager of KYA, San Francisco. He became general manager of the latter station in 1943. When KMTR, Los Angeles, was acquired by Dorothy Schiff, owner of KYA, Don began commuting between the two Coast cities. In 1945 KMTR's



FEDDERSON

call letters were changed to KLAC and all commercial contracts were cancelled so that Don started his management of the station with a clean slate. In 1948, KLAC-TV went on the air just ninety days after groundbreaking ceremonies. Don is president of the newly formed Television Broadcasters of Southern California and active in Chamber of Commerce matters in Southern California.



RICHARD A. BOREL, director of television for the Dispatch Printing Company, owners of WBNS-TV, Columbus, Ohio, entered the radio field in 1933, first serving as business manager for WBNS, assuming the title of general station manager in 1935. In 1949, Dick was named manager of WBNS-TV, concurrent with his radio responsibilities. More recently he assumed his directorship title, as well as having been made an executive vice-president of



BOREL

Radioho, Inc., owners of WBNS and WELD-FM. He is now serving his second term as a member of the Affiliates Board of CBS and is also a member of the board of directors of the Television Broadcasters Association. Dick is a graduate of Ohio State University where he was Phi Beta Kappa and active in student dramatics. Prior to his association with WBNS he was connected with the Ohio National Bank.





ALVIN D. SCHROTT, manager of WJAC-TV, Johnstown, Penna., finds his present duties a long way from the vocation he chose as a high school student. Al had devoted his last years in school to the study of printing and hoped to get a job on a newspaper. He was successful in 1937 in joining the Johnstown Local 100, Publishing Company, parent company of WJAC, but in the advertising department, not as a printer. After working several years in the local newspaper field, Al was



SCHROTT

named national advertising manager. Here he became familiar with the workings and personalities in the country's leading agencies and this knowledge and experience formed the basis upon which he was to build a successful TV station. After Navy service in the war, Al returned to the paper in 1946. One year later he became personnel and credit manager and in 1949 when WJAC-TV needed a manager, Al agreed but willing took on the job.



GEORGE CRANSTON, manager of WBAP AM, FM, TV, Fort Worth, Texas, was born in Edinburgh, Scotland. As a boy it was his ambition to come to the U. S. and Canada and to earn passage money to sing as a Ley soprano soloist at Lamburg, Episcopal Church, while being a stalling a week. Coming to the new world at sixteen, George worked in a print shop and attended the University of Manitoba, Canada. He served in the 10th Canadian Infantry Battalion in World War I. Before returning to Winnipeg, George



CRANSTON

studied as concert tenor in London. Coming back to Canada he participated in one of the first radio broadcasts in November, 1919 making him a real veteran of the medium. Shortly afterwards, he went to Chicago and tried to find ground WLS, WEBH and WGN. In 1928 he returned to Winnipeg as program director of CKY and also wrote, produced and directed programs. Many of the rugged Canadian writers, George moved to Texas to become manager of WBAP in 1930.



CHARLES H. CRUTCHFIELD, vice president and general manager of WBT and WBTV, Charlotte, N. C., was born in Hope, Ark., moving with his family to Spartanburg, S. C., when he was eight. While a student at Wofford College, Charley, often by the radio bug, worked part time at WSPA, Spartanburg, as a free boy and telephone operator and later as announcer. In 1931 he joined the announcing staff of WBIG, Greensboro, N. C., and shortly thereafter became program director for the station. Following a



CRUTCHFIELD

stint with several other stations, Charley moved to WBT as an announcer in 1933 and was made program director two years later. In 1945, he was made general manager of the station, and one year later was appointed to the board of directors, and made secretary and treasurer of the Jefferson Standard Broadcasting Company, operators of WBT. In 1947 Charley was promoted to a vice-presidency. With the debut of WBTV in July, 1949 as the first TV station in the Carolinas, Charley enlarged his duties





LYLE DEMOSS, assistant general manager of WOW and WOW-TV, Omaha, Neb. discovered back in 1923 that radio could best serve his ambition to be an entertainer and musician, so he became an announcer and singer on the Anthony, Kansas, experimental station 9DXH. His early start in radio makes Lyle an honored member of the Radio Pioneers. In 1926 he joined the staff of KGBZ, York, Neb., and later while attending the University of Nebraska at Lincoln, Lyle began his broadcast chores at KFAB.



DEMOSS

WOW was his next stop, where he became production manager in 1937. During the summer Lyle commutes the 500 miles to Chicago weekly where he is an instructor in the Northwestern University Summer Radio Institute. In the Fall and Winter he travels with the Omaha C. of C. "Tribe of Yessir" on its jaunts into the Omaha trade area towns. He is in charge of entertainment, naturally. Lyle is married to the former Antoinette Quattrochi and they have two sons, Billy and Bobby.



RICHARD DOAN has been director of programs for WCBS-TV, New York, since May of this year. He was born in Pratt, Kansas, in 1910 and after graduating from the University of Kansas he worked for several California papers, including the Pasadena Post. Later, Doan came East and became night bureau chief for the AP in Albany. Following his stint in the state capital, he was successively a public relations officer in the Navy for



DOAN

three years during World War II, wire photo editor in the New York bureau of AP, and associate editor of Advertising Age. Doan's next connection was assistant radio and television editor of Variety, following which he became administrative head of Martin Stone Associates. He is married to Dorothy Doan, star of the CBS television program "Vanity Fair." The Doans make their home in Silvermine, Connecticut.



JOHN E. FETZER comes to TV after thirty years in the radio broadcasting business. He started in radio as an engineer and helped build a number of the pioneer stations in the Midwest. Later he was a consulting engineer at home and abroad and passed through the entire gamut of radio jobs from announcing to president. John is president-owner of the Fetzer Broadcasting Company, operating WJEF, CBS outlet in Grand Rapids, WKZO, also CBS in Kalamazoo and WKZO-TV, which is



FETZER

affiliated with the four TV networks. In addition, he is vice-president of KXEL, 50 kilowatt ABC outlet in Waterloo, Ia. John is a veteran of ten years on the NAB Board. During the war he served with Byron Price in the Office of Censorship as the Radio Censor and later joined the famous Eisenhower radio mission in ETO. Since the war John has also served on the board of directors of the American National Bank of Kalamazoo.





MARTIN B. CAMPBELL has guided the destinies of WFAA, Dallas, for the past 18 years and has made the station one of the most influential in the Southwest. Now he has added television, via WFAA-TV, to the roster of air services under The Dallas Morning News banner. The broadcasting bug bit Martin while he was serving as radio editor of the Louisville Times and in 1927 he left the paper to become assistant manager of WHAS, Louisville. In the early thirties Martin trekked



CAMPBELL

southward to accept his present post as general manager of WFAA. Since his association with WFAA, the air properties now include WFAA with 50,000 watts, WBAP, a 5000-watter and now the Channel 8 video service of WFAA-TV. Martin has long been an active and prominent member of NAB with his most conspicuous service as a member of the board of directors. In 1949 he was chairman of the stations planning and advisory committee at NBC.



ROGER W. CLIPP, general manager of the Philadelphia Inquirer's stations, WFIL and WFIL-TV, since 1938, first joined WFIL in 1935 as business manager, after six years with NBC in N. Y. Since 1946, Clipp has been chairman of ABC's planning and advisory committee. He has been secretary-treasurer and a director of EMB since 1944 and active on numerous NAB committees. Recently appointed chairman of the 1951 March of Dimes Campaign of the Philadelphia chapter.



CLIPP

Clipp is also chairman of the Clubs and Entertainment Div. of the United Fund 1950 Campaign and a radio-TV representative of the Philadelphia County Defense Council. A graduate of the Wharton School, he is active in alumni affairs as president of the class of '25. He is a past president of the Poor Richard Club, member of the University Club, Pen and Pencil Club and honorary Colonel in the 11th Infantry of the Pennsylvania National Guard.



NATHAN LORD, was president and general manager of WAVE and WAVE-TV, Louisville, Ky., is a native of Louisville and a former director of NAB. Following a sojourn in Alberta, Canada, he returned to Louisville in 1920 and became a reporter for the Post and The Courier-Journal. Eight years later, Nathan left the newspaper as day city editor to become advertising manager of the Gales Corporation. In 1933 he went with the Herald Post and in the same year became vice-pres-



LORD

ident and general manager of WAVE-TV. Nathan watched the station grow from 1 kw. to 5 kw. in 1940 and helped plan its present Radio and Television Center in 1941. WRKW, FM outlet, was added in 1947 and WAVE-TV, Kentucky's premier television station on Nov. 24, 1948. Under Nathan's direction the station established the first direct relay of network programs by a non-interconnected TV station and thus gained a reputation for quality entertainment.





WALTER COMPTON, general manager of WTTG, Washington, D. C., was born in Charleston, S. C. After graduation from Roanoke College at Salem, Virginia, Walter entered radio, in 1935, with WDBJ, Roanoke. The following year he joined the staff of WCSC, Charleston as announcer, control operator, copy writer and the usual number of et ceteras. He subsequently transferred to WIS, Columbia and later moved to Greenville as program director of WFBC. In April, 1937, Walter trekked northwards and joined WOL.



COMPTON

He was appointed White House announcer for the station and for Mutual. In 1939, Walter originated "Double or Nothing" thereby setting off the quiz type of program, still with us today. In mid-1945 Walter requested a release from his WOL and Mutual obligations in order to devote his energies to studying the coming new medium of TV. In June, 1947, he originated from Washington the first regularly scheduled daily news program in television for DuMont and in Jan. 1948, he became general manager.



PAUL ADANTI, general manager of WHEN, Syracuse, has held that post with the city's pioneer television station since its organization in the fall of 1948. In the past two years, he has increased the weekly program hours from 20 to the present 80. Paul has been in various phases of radio and TV since his graduation from Union College in 1934. Following a brief teaching career in his home town of Auburn, N. Y., he joined WMBO as chief en-



ADANTI

gineer and program director. Two years later he moved to Syracuse to work in the engineering and program departments of WSYR. This stint was followed by a period with WGY, Schenectady, as a studio engineer. When WRGB, WGY's TV affiliate was licensed in 1940, Paul moved into television. At the time he went to WHEN in 1948, Paul was chief of technical operations at WRGB.



MARIA HELEN ALVAREZ, general manager of KOTV, Tulsa, Okla., is the only woman chief executive in station TV. She started her radio career in 1943 as a continuity writer for a Tulsa radio station. From this start she branched rapidly into other departments and from program writing to writing her own shows were quick steps. In addition, Helen also handled a regular newscasting assignment. Her contacts with advertisers and agencies led her naturally into time sales and at the time she left radio she was an outstanding successful ra-



ALVAREZ

dio account executive. In 1947, Helen decided that the infant TV industry offered greater opportunities for creative expression and she resigned her position to devote herself to full time study of the new medium. Shortly thereafter, Helen made the acquaintance of George E. Cameron, Jr., head of the Cameron oil interests, who was interested in TV as a business venture. Subsequently, Cameron Television, Inc., was formed and Helen was selected to head up the organization which operates KOTV.





CAMPBELL ARNOUX, president and general manager of WTAR Radio Corporation, operators of WTAR and WTAR-TV, was born in New York and spent his early childhood in St. Louis, and moved to Texas where he grew up. He is a graduate of Texas University and got his first job as a reporter on the Fort Worth Record. Following World War I and after a two-year trip around the world, "Cam" became assistant to the director of publicity of the southwestern division of the American Red Cross. In 1922 he became



ARNOUX

a staff writer on the Fort Worth Star-Telegram shortly before the paper installed a radio station — now WBAP. "Cam" got the job as manager only because it had been offered to all other members of the staff who refused to have anything to do with such a thing as radio. After becoming manager of KTHS Hot Springs, Ark., "Cam" moved to WTAR where he was named manager in 1933. In 1947 he was named president and general manager of the station. WTAR-TV, opened on April 2nd, 1950.

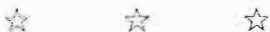


GEORGE M. BURBACH, general manager of KSD and KSD-TV, St. Louis, is a native of that city. He is secretary of The Pulitzer Publishing Company, which owns the St. Louis Post-Dispatch as well as the two broadcasting stations. George has been associated with the company continuously since 1913 when he left the Munsey newspapers to become advertising manager of the Post-Dispatch. He was elected to the company's board of directors in



BURBACH

1922 and in that year KSD went on the air and George was placed in charge of the station's program and business departments. In 1933 he was named general manager of the entire KSD operation. George's foresight concerning the potential impact of TV resulted in the inauguration of KSD-TV on February 2, 1947, as the first completely post-war equipment television station in the country.



E. Y. FLANIGAN, general manager of WSPD and WSPD-TV, Toledo, Ohio, brings to video over 20 years of experience and has earned a national reputation as an authority in the broadcasting field. "Flan" started his career in the theater. Later, he became a press agent and also spent many years in the newspaper business. "Flan" was born in Pittsburgh and has played a large part in helping build up The Fort Industry Company into the largest independent radio operation in America.



FLANIGAN

He is vice-president of The Fort Industry Company, operators of AM stations in Toledo, Wheeling, Fairmont, Lima, Atlanta, Miami and Detroit. The company also operates TV stations in Detroit and Atlanta as well as in Toledo. Concerning TV, "Flan" says that despite two and a half years of operation in Toledo, the local AM station is still showing gains. However, "Flan" predicts that in 1951, WSPD-TV business will double if the station can clear sufficient time.





HAL GROSS, owner and general manager of WJIM-TV, Lansing, Mich., is one of the youngest radio and TV station owners in the country. Hal pioneered in Michigan radio by establishing Lansing's first broadcasting station WJIM, 16 years ago, and is back in the pioneer department with WJIM-TV, established this year. The station has a full late afternoon and evening schedule of TV from all four major TV networks, through channel six. After graduating from the University



GROSS

of Michigan, Hal was associated with the Butterfield Theater Corp. During World War II, he served in the U. S. Navy and was instrumental in setting up and administering the Naval Aviation V-5 program with Harry Kipke, in the midwest region. For plans ahead, Hal says that WJIM and WJIM-TV will soon have a modern new building to house the extensive studios, offices and control rooms of the combined operations.



HUGH A. L. HALFF, president and general manager of WOAI and WOAI-TV is a veteran of broadcasting and has been head of the big Texan outlet since 1932. Hugh was born in Victoria, Tex., moving later to San Antonio. He attended Phillips Exeter Academy and Yale University. After graduation, Hugh returned to San Antonio and joined A. B. Frank and Associates, wholesale dry goods firm. He resigned from the company to join the Southern Equipment Co., then owners and



HALFF

operators of WOAI. In 1931 he was transferred to the broadcasting end of the business where he handled local sales first; then came a turn as announcer, following which he served in the continuity department. Later he became program director. With this background, he was appointed gen. mgr. of WOA in 1932. Six years later, Hugh was named president and treasurer of Southland Industries, Inc., new corporate name of the firm owning WOAI.



G. P. HAMANN, general manager of WBRC, AM and TV, Birmingham, Ala., is one of the most progressive young executives in the radio and TV field. His experience in the field dates back to 1929 at which time he served as a wireless operator in the Maritime Service. Gerry has also been associated with Radiomarine Corp. of America, Page and Davis, consultant engineers of Washington, D. C., and has instructed at the University of Alabama, Birmingham Southern College and Howard Col-



HAMANN

lege in Birmingham and has been a station owner. Gerry, a native of New Orleans, was connected with WSMB of that city for a period of eight years prior to joining WBRC in 1940. Before being made general manager of WBRC, AM and TV, he served as technical director for the station and manager of the FM operation. WBRC was the first station in Alabama to apply for a television license and video operations were begun in July 1949 under Gerry's guidance.





WILBUR M. HAVENS, owner and general manager of WMBG, WCOD and WTVR, Richmond, Va., AM, FM and TV, respectively, was born in Richmond and has lived there all his life. Wilbur quickly got a job in the automotive business and by 1922 was able to organize his own automotive electric business. Deciding that a knowledge of commercial law would be a good insurance in business he devoted three years of night study to that subject.



HAVENS

With the advent of radio, Wilbur became the Philco battery distributor and his interest in the medium of radio was aroused. He was granted a license for WMBG which went on the air in 1926 with 15 watts power. Today the station operates with 5,000 watts. WCOD, the FM station, went into operation in 1946, while WTVR, the "South's First Television Station" went on the air in April, 1948. He is married to the former Thelma M. Chawning of Richmond.



JOHN S. HAYES, vice-president and general manager of WTOP and WTOP-TV, came to the CBS Washington, D. C. affiliate after 13 months as executive vice-president of WINX and WINX-FM, the former Washington Post stations. WTOP is now the Washington Post outlet. Prior to his WINX service, John was station manager of WQXR and WQXR, the New York Times stations, from January, 1946 to January, 1948. During World War II, he directed the American Forces Network in the European Theater. John began his



HAYES

radio career at WIP, Philadelphia, and left his job there as co-ordinator of sales and programming to become assistant to the vice-president of WOR in 1936. He entered the Army in 1941 as aide to the Quartermaster General and quickly rose to a lieutenant-colonelcy where he served as Associate Director of Troop Broadcasting Services under General Eisenhower. John was born in Philadelphia and attended local schools there, graduating from the University of Pennsylvania.



LES JOHNSON, vice-president and general manager of WHBF-TV, Quad Cities, Rock Island, Moline, E. Moline, Ill., and Davenport, Ia., became sports editor of The Argus in Rock Island after graduation from college. Later he became publisher of a weekly newspaper in Alton, Ill., where he was able to indulge in his favorite sport, golf, but which now he has to take in small doses. Les returned to The Argus as advertising manager and 34 years



JOHNSON

ago assumed the general manager-ship of WHBF. With his newspaper background, he was able to build the station into a prominent news outlet in a position which he zealously guards despite the added duties of managing WHBF-TV. Les has served five terms as NAB director of the Ninth District, and continues to take an active part in industry affairs. He is one of the founders and vice-president of the Illinois Broadcasters' Association.





ERNEST A. LANG, commercial manager of WMAR-TV, The Sunpapers television station in Baltimore, helped pioneer the beginnings of TV in Baltimore, a market with a quarter-million receivers. Ernie helped set up the Baltimore station, three years ago. He joined the parent organization, The Sunpapers in 1940 as an advertising salesman, and when the publishing organization undertook its TV operation, Ernie was promoted to commercial manager. He is a native of Austin,



LANG

Minn., and held various advertising positions in the mid-West, his last previous job before coming to Baltimore, being with Gene Howe's Globe-News in Amarillo, Texas. In his contributions to telecasting, Ernie effected sale of the longest continuously sponsored TV program in the Baltimore-Washington area, the "National Sports Parade," which has been on the air in the two cities since April, 1949. He is in charge of both local and national sales for WMAR-TV.



G. BENNETT LARSON, v-p and general manager of WPIX, N. Y. Daily News-owned video outlet, has been a broadcasting figure for 23 years, having started his career in the crystal-set days of 1927 at KYDL, Salt Lake City. Two years later, he descended on N. Y. to spend five years at NBC producing and directing top-flight radio shows. Between 1934 and 1942, Larson was an exec in the radio departments of Joseph Katz Co., R&R and Y&R—directing



LARSON

and producing programs that starred Milton Berle, Al Jolson, Phil Baker, Eddy Duchin and Morton Downey. At WWDG, Washington, D. C., he was general manager and part owner from 1942 until 1945, when he moved up to a managership at WPEN, Philadelphia. Jumping into TV all-the-way, Larson was named a v-p in charge of video at WCAU-TV in 1947, where he remained until his appointment as manager of WPIX.



PHILIP G. LASKY, vice-president and general manager of KSFO and KPIX, San Francisco, was born in Denver where he was prominent as an early wireless "ham" during his school days. In 1923 he traveled the world as a ship radio operator. Later he chased fires and covered the police beat from the Omaha "World-Herald" and wound up on the Denver "Post." From there Phil rejoined KLZ, where he had been briefly before. In 1927, Phil joined KDYL, Salt Lake City, and stayed there for eight years. Phil moved to



LASKY

KTAB as general manager in 1935 and shortly thereafter the station changed its call letters to KSFO. Together with W. I. Dumm, owner of KSFO, Phil bought KROW, Oakland. In 1940, the managing of the two stations became too much for Phil so he decided to devote his whole time to KROW. The station was sold in 1945 and Phil returned to KSFO, at the same time acquiring an interest in KXA, Seattle. KSFO received its CP for a TV station in 1947 and Phil put the station on the air in 1948.





U A (JAKE) LATHAM, general manager of WKRC-TV, switched his likable personality over to the field of television in 1949. Known by all his co-workers and fellow tradesmen as "Jake," he has been with WKRC for the past 15 years. Before entering radio he had been a factory representative and sales manager for Cincinnati automobile distributors. "Jake" broke into AM because he sold the manager of WKRC semi-automobiles in such a quick fashion, he was immediately hired and put



LATHAM

in the sales staff. In 1941 "Jake" was made the local sales manager and three years later became general sales manager. He was appointed general sales manager of the TV station in 1949 and was named manager this year. Shortly after "Jake" became manager WKRC-TV went into early daytime programming, and almost immediately national spot sales increased 250 per cent and total billing rose 183 per cent. "Jake" attended the University of Cincinnati.



W R (BILL) McANDREW, general manager of WRC, WRC-FM & WNBW, the three NBC outlets in Washington, D. C., has met radio and TV problems with the same two-listed approach that won him his name as a "top newsmen" in the nation's capital. Bill is a native Washingtonian and was graduated from Catholic University in 1935. He immediately plunged into newspaper work, beginning on the sports desk of the Washington Times Herald. Later Bill went with the United



McANDREW

Press and then switched to radio, becoming news editor of the NBC radio network's D. C. office. From the latter post Bill joined Broadcasting Magazine as executive news editor and in 1942 he was information director of the Board of Economic Warfare. In 1944 Bill joined WRC as news manager. Since then Bill has held down several posts, each with added responsibilities, and in 1949 was named general manager of the three Washington stations.

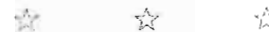


THOMAS B. McFADDEN, manager of NBC-TV's owned and operated KNBH, Hollywood, was named to that post on April 6th of this year. Having started at NBC in 1934 as a page, McFadden climbed up through the ranks to become director of news and special events, then assistant manager and later manager of WNBC and WNBT. He also served as a news writer in the web's N. Y. newsroom and as news broadcaster for WGY, Schenectady, and WRC Washington, D. C. McFadden en



McFADDEN

tered the service on Pearl Harbor Day, Dec 7, 1941, as an ensign in Naval intelligence. When he completed his assignment with the 3rd Naval District Headquarters in New York, he resigned his commission and joined the Army as a private. He took flight training and was commissioned in 1942 as a pilot with the rank of second lieutenant. He was a captain when discharged in 1945, and after returning to NBC was named director of news and special events of WNBC in 1946.





IRVING ROBERT ROSENHAUS, president and general manager of WATV, Newark, N. J., entered the broadcasting field with a professional background in education and law. "Irv" graduated from Rutgers University and took his law degree at John Marshall Law College, Jersey City, in 1933. He became an attorney-at-law in the same year and counsellor-at-law of the State of New Jersey in 1937. While at law school, "Irv" taught English at Memorial High School in West New York and since that time has never ceased be-



ROSENHAUS

ing interested in education and the extensive public interest programming of WATV and WAAT is a direct reflection of the convictions which were implanted in his mind during those years of teaching. After a short period of practicing law, "Irv" joined the executive staff of the Bremer Broadcasting Corporation as assistant manager of WAAT. Under his guidance the station soon gained dominance in the North Jersey market. In 1947 the corporation was given a CP for a TV station, and in May, 1948 WATV opened.



COL. B. J. PALMER, Iowa's "Mr. Radio" is, today, supporting TV with all the faith and enthusiasm that he has given to radio for 30 years. He is the owner and operator of WHO, 50,000 watter at Des Moines; WOC, oldest radio station west of the Mississippi, and WOC-TV, Iowa's first television station. Back in 1921, B. J. began radio experimentation in Davenport. The following year he was granted the call letters of WOC, just three months after the original



PALMER

license was granted KDKA. During the early years when radio was viewed as a fad, B. J. showed his faith in the medium, when WOC was ordered to divide time with WHO, by purchasing the latter station from Bankers Life Insurance Company and when the depression was at its worst, he built a costly 50,000-watt station to house the latter outlet. Following his innumerable "firsts" in radio, B. J. has done the same in TV. First station in Iowa; first to serve the Quint-Cities.



JAMES G. RIDDELL, president of WXYZ, nc., ABC O & O outlet in Detroit, was born in Glasgow, Scotland. He came to the U. S. at an early age and after graduation from high school in Detroit he found that radio was the career for him and began at WXYZ as office boy in 1931. Within a year, Jim had a promotion and has held many positions with the station, including traffic manager, sales manager and commercial manager. When WXYZ was sold to ABC in 1942, Jim was



RIDDELL

made general manager of the station. Early this year he was promoted to president. As leader of WXYZ-TV, Jim gave the word to pioneer in afternoon TV with the "Pat'n'Johnny" show which won great acclaim as the first afternoon TV show in Detroit, as well as one of the first in the nation. Not content with this, Jim recently started morning television programming from 7:00 to 10:00. Jim is married and the proud father of two daughters, seven and four years of age.



JULIUS F. SEEBACH, JR., member of the Board and v.p. of WOR in charge of radio and television, began his climb at WOR as an announcer in 1925. With the exception of a seven-year period at CBS, and a two-year period in which he was administrative secretary of the Metropolitan Opera Association, Seebach has devoted his entire radio-TV career to WOR and WOR-TV. His positions there have included: assistant program director (1926), director of



SEEBACH

program operations (1935), v.p. in charge of programs (1941), and a member of the board of directors (1942). At CBS from 1928-1935, he was successively: a continuity writer, production manager, and director of program operations. Born in 1898, Seebach obtained his A.B. degree at Bucknell, after having interrupted his college education for two years to serve as an ambulance driver with the French during World War I.

HY M. STEED, manager of WLAV AM-FM-TV, Grand Rapids, Michigan, has been finding some time during the past year and a half to apply his theatrical experience to TV. After deserting a law career in Illinois, Hy joined the Army in 1917, becoming leader of the 54th Field Artillery Band soon after his enlistment. Following the war the musician chose a group from his military band and toured the vaudeville circuits throughout the United States and Canada. In early 1922 his orchestra located in New York, playing at



STEED

such places as the Strand Roof and the Commodore Hotel. Following a stint with a road show company of the Schuberts, Hy and his group left show business (at for radio at WW) and a hotel booking in Detroit. He has been in radio ever since, taking on executive duties in 1929 with WMBC in Detroit. In 1940, when Leonard A. Versluis gained a CP for the second station in Grand Rapids, Hy moved across the state to become manager. In 1946, FM was added and in August, 1949, WLAV-TV started operations.

DONALD A. STEWART, general manager of WDTV, Pittsburgh, is a veteran in the comparatively young life of TV. He has been in the medium for twelve years, since New York City's World's Fair days. Dan has been associated with the Allen R. DuMont Laboratories, Inc. for the past seven years. For some years Dan owned and operated a circuit of motion picture and vaudeville theaters in Tampa, Ft. Myers, Sulphur Springs and Yler City in Flor-



STEWART

ida. He also owned and managed a circuit of theaters in Montana, Colorado, New Mexico and Texas. Dan is a native of Wyoming and served in the armed forces for two years in World War I. In the recent war he directed the operation of 576 16-mm hospital ward motion picture theaters for the American Red Cross. He was general manager of Television and Motion Picture Associates, New York.



R. G. WINNIE, station manager of WTMJ and WTMJ-TV, The Milwaukee Journal stations, is a man who grew up with midwest radio station operations and is repeating the process in TV. Russ has been in broadcasting and with the Milwaukee Journal stations for 23 years and has played an active part in the development of both radio and TV in Milwaukee and Wisconsin. As station manager for the AM and TV outlets, Russ works directly under Walter J. Damm, vice-president and general manager of radio.



WINNIE

In this capacity he supervises and directs the day-by-day operations of both stations, including all program and sales activities. He started as an announcer on WTMJ in 1928, one year after graduation from the University of Wisconsin. In his first summer he broadcast play-by-play sports and kept it up for 18 years, thereby establishing some sort of record. While keeping up his sports broadcasts, Russ advanced from job to job with WTMJ, finally becoming assistant manager, and then station manager in 1946.



KENNETH H. BERKELEY, vice-president and general manager of the Evening Star Broadcasting Co. and its three stations, WMAL, WMAL-FM and WMAL-TV, Washington, D. C., is a native Washingtonian, who has been in the radio business since 1923. Ken has been with WMAL as g.m. since ABC-TV was formed in 1942 and WMAL was separated as the Blue Network from the NBC. Prior to this he was connected with WRC, where he saw service also as general manager. Ken followed the



BERKELEY

title of TV and in Oct. 1947, WMAL-TV was born. This station holds the distinction of being the first TV outlet, not excepting networks, to announce a 7-nights-a-week schedule. Ken believed that viewers should be served on a regularly scheduled basis, so that after a nighttime program was established WMAL-TV also began daytime programming, and it was the first TV station in the country to broadcast over a high frequency band.



HARRY M. BITNER, JR., president and general manager of WFBM and WFBM-TV, Indianapolis, Ind., is one of those people that can acclimate themselves in any trade. Graduating from Franklin & Marshall College in 1935 as a psychology major, Harry's first big job was as a newspaper reporter and rewrite man for the Baltimore News Post. In 1939 he left this position to join the staff of WFBM as an assistant program director; a year later he was made office man-



BITNER

ager of the station and in 1942 he was promoted to general manager. After 3 years of naval service during the war he returned to WFBM as president and general manager in 1946. Since that time WFBM, Inc. has acquired several smaller stations in Indiana and Michigan. In May of 1949, WFBM, Inc., under Harry's leadership, launched the first TV station in Indiana—WFBM-TV, which serves the entire central Indiana area with top TV programming.



CLARENCE L. DOTY, general manager of WIZ-TV, reports that he has been interested in radio since the early '20's when it was a real thrill to hear anything in the headphones except static. In 1923 he helped design and construct and operate the first voice broadcasting station in Charlestown, W. Virginia. Arriving in N. Y. several years later he studied at NYU and Columbia, majoring in business and advertising. From college he joined the National



DOTY

Advertising Dept. of Scripps-Howard newspapers, where he remained seven years. In Jan. 1942, with a varied background of selling in his wake Chick joined the spot sales division of the Blue Network. But after a year entered the Navy for three years. Returning in 1945 to the Blue Network, which by that time had become ABC, Chick was subsequently made sales manager of WJZ and WIZ-TV, and in 1950 was promoted to general manager of WIZ-TV.

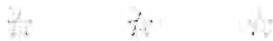


HARRISON M. DUNHAM, general manager of KTTV, Los Angeles, was born in Grand Rapids and moved to California at the age of twelve. He is a "fifth generation" attorney, having taken his law degree at Harvard, following his graduation from the University of California at Los Angeles. Harrison joined the law firm of Ellum & Aberle upon graduation, and two years later was made a partner. In 1939 the Douglas Aircraft Corporation retained the firm and Harrison was named assistant gen-



DUNHAM

eral counsel to the firm. He resigned in 1942 to become general counsel to the Growers Association, Fresno, and a year later purchased a cannery, resigned from the Growers Association and founded Northern California Canneries. In 1946, Harrison sold his firm and founded two San Francisco food distribution companies. Three years later he sold one company, liquidated the other and then joined the Los Angeles Times in February, 1949, as assistant general counsel.



C. RICHARD EVANS, general manager of KSL and KSL-TV, Salt Lake City, Utah, joined the station's staff as a technician in 1927 while still in his teens and stayed around to watch it expand its facilities until it has become one of the most popular radio and TV outlets in Utah. During the war Dick took time out to work for the government on an engineering research project at Columbia University, and with William Lodge and William Wright, now engineering heads at CBS, he perfected an anti-submarine weapon, still being



EVANS

used by the U. S. Navy. Returning to Salt Lake City in 1943 Dick became KSL's chief engineer, and later was made assistant general manager of the station in 1948. Several months later he was promoted to general manager of the radio outlet and in 1949 when the station went on the air with TV, Dick also assumed the general manager duties of KSL-TV. He is a member of the Acoustical Society of America, the Institute of Radio Engineers and is on the executive committee of the Utah Society of Professional Engineers.





WILLIAM C. SWARTLEY, station manager of Westinghouse Radio Stations in New England, has under his direction four mediums of radio operation—standard band, frequency modulation, shortwave and television. Bill first joined WBZ and WBZA in the capacity of station manager in 1940, after serving as station manager of the Westinghouse stations WOWO and WGL in Fort Wayne, Ind., for a period of two years. Previously he was employed in the office of the president of Westinghouse Electric and Manu-



SWARTLEY

facturing Company as an administrative assistant. Bill is a graduate of Cornell University with a degree in mechanical engineering and during World War II served with the Ordinance Department, U. S. Army, holding the rank of Major. In his present capacity, Bill oversees the activities of the synchronously-operated stations, WBZ and WBZA; the frequency modulation outlets, WBZ-FM & WBZA-FM; the shortwave station WBOS and New England's first commercial TV station, WBZ-TV.



G. RICHARD SWIFT, general manager of WCBS and WCBS-TV, heads both AM and television station activities in the New York area. He joined CBS in 1932 and has held the titles of: assistant director in network operations, head of popular music for Columbia's program department, assistant program director and account exec in WCBS sales, and program director and assistant general manager of WCBS. He was named general manager of



SWIFT

WCBS-AM in March, '49, and of WCBS-TV in May, '50. As program director of WCBS, Swift developed such shows as Godfrey's early morning programs, Bill Leonard's "This Is New York," and the programs of Phil Cook, Margaret Arlen and Jack Sterling. Known to the trade as "Dick," he's 37 years old and lives in the Morristown area of New Jersey with his wife and three children.



ROBERT DWIGHT SWEZEY, the personable general manager of WDSU (AM-TV-FM), New Orleans, is well known among the top brass of broadcasting—his record boasting such titles as: v-p and gen. mgr. of Mutual from 1944-'48, and as gen. counsel and secretary of the Blue Network (ABC) from 1942-'44. Originally, Swezey's profession was that of attorney at law, having practiced in Boston, New York, and Washington from '32 to '38. The background for his career was gleaned at Har-



SWEZEY

vard (where he obtained his A.B. and LL.B.), and from his studies at George Washington U., Southeastern U., Columbia, and N.Y.U. A very active participant in the organizations of his profession, Swezey is currently chairman of the TV Committee of the NAB, serving on the Finance Committee and the Business Trends Committee; he's a past prexy of the Radio Execs Club of N. Y. and the 150 v-p of the New Orleans AB Club.





EUGENE S. THOMAS, mgr. of TV operations for WOR-TV, returned to the WOR fold in June, this year after spending 18 months in Washington, D. C., during which time he brought WOIC from the red to the black in the profit column. Thomas is a director of the NAB, representing the TV industry, and of the AFA. He also served two terms as prexy of the New York Ad Club, and was pres. of the Sales Executives Club. A graduate of George Washington U. and Harvard's grad



THOMAS

uate school of business. Thomas came up through the ranks of newspaper reporting for the Washington Herald, Washington Daily News, and Washington Star before entering the field of public relations. Prior to joining WOR in 1934, he headed the radio department of H. W. Kastor & Sons, Chicago ad agency. At WOR, he has been successively director of sales promotion and advertising, ass't sales mgr., sales mgr. and executive committee sec'y.



C. ROBERT THOMPSON, a member of the Radio Pioneers, is general manager of WBEN, Buffalo—AM, FM and TV. Bob entered radio even before he graduated from high school, singing over WAIU, Columbus, Ohio, in 1925. The following year he joined the announcing staff of the station. 1928 found Bob at WCAO, Baltimore, as announcer and musical director and later as program director. In 1931 he and Cliff Harris, now of WIP, Philadelphia, leased WTBO, Cumberland,



THOMPSON

Md., and became co-managers. Returning to Columbus in 1932, Bob served as program director of WCAH (now WBNS) and later became manager of WCOL. Shortly after The Buffalo Evening News acquired WEBR, Bob went there in 1938 to supervise programs and shortly afterwards became station manager. He became assistant manager in charge of sales at WBEN in 1942, becoming manager in 1944, acquiring his new title this year.



CHARLES VANDA, former head of CBS' Hollywood programming for many years, is now vice-president in charge of TV for the WCAU, Philadelphia, stations. In Hollywood he originated and produced such top radio shows as "Suspense," "Intrigue" and "Stars over Hollywood." In addition Charley produced, wrote and directed most of the super-productions in Hollywood Bowl from 1935 to 1946. During World War II, he chaired the Four Network Radio Committee; co-pro-



VANDA

duced the "This Is War" series and co-authored the entire plan for the Armed Forces Radio Service. Charley became veep of WCAU-TV in March of this year. Perhaps his biggest contribution to Philadelphia TV to date came in September when WCAU-TV undertook a daily schedule of 17 hours, one of the heaviest program legs on any TV station in the country. Among his other accomplishments, Charley created and originated "The Big Top."





S. S. FOX, president and general manager of KDYL and KDYL-TV, Salt Lake City, Utah, is known throughout the industry as one of the real pioneers of both media. Sid began operation of KDYL when it was the 13th licensed broadcasting station in the country and one of the very few west of the Mississippi. Back in 1938 there was talk of something new called "television." Sid put his ear to the ground and purchased demonstration equipment for use in department stores and at the State Fair, to acquaint the people with



FOX

what they might expect from this new field. Demonstrations were started in Sept., 1939. With World War II blocking progress, Sid ordered full speed ahead, following V-J Day, and KDYL-TV took to the air on April 19, 1948,—the first TV station between St. Louis and Los Angeles to be on the air regularly. Sid's early years of experience in film and show business made him particularly adaptable to TV and the KDYL-TV operations have been characterized with a flair for showmanship.



GAYLE V. GRUBB, general manager of KGO-TV, San Francisco, is one of the nation's honest-to-goodness pioneers of broadcasting. Even during his student days at Nebraska University, Gayle was gearing his future to a successful executive career in the entertainment field. He edited his college paper, wrote stories and cartoons, acted in little theatre plays and organized and led an orchestra. In 1924 his path led to radio, KFAB, Lincoln, Neb., where he was manager, program director, entertainer, stenographer, song writer and jani-



GRUBB

tor. Later in 1928 he joined WKY, Oklahoma City, as g.m. and built that station into one of the top radio properties in the country. His outstanding record of WKY led to his appointment in 1945 by ABC as g.m. of the network-owned KGO in San Francisco. In May, 1949, when ABC opened its TV station, KGO-TV, Gayle found himself once more in a pioneer role. Starting out with a 5-day, 15-hour programming week, KGO-TV is now televising 7 days a week with 60 plus hours of programming.



THAD HOLT, president and treasurer of the Voice of Alabama, Inc., operators of WAPI, WAFM and WAFM-TV, Birmingham, Ala., was born in Sumterville, Ala. After graduation from Colorado College, he entered the advertising and sales work field and remained there for 20 years. Among the companies Thad was associated with were: Fawcett Advertising Agency and the Wofford Oil Company, as advertising and sales manager. He entered the radio field in 1937 with WAPI, Birmingham. In



HOLT

1946 he started the first FM operation in Alabama with WAFM, and opened up Alabama's first TV station in 1949 with WAFM-TV. Well-known in Alabama circles, Thad has served as State Director of FERA, WPA, CWA and the NYA. In addition he was at one time assistant national administrator of the WPA in Washington. Thad, a Phi Beta Kappa, was also at one time vice-president and half owner of Famous Features Syndicate in New York.





STANLEY E. HUBBARD, general mgr. and co-founder of KSTP and KSTP-TV, Minneapolis-St. Paul, Minn., has the distinction of getting in on the ground floor of three of the fastest growing industries of modern times: aviation, radio and TV. While a student at Minnesota, in 1910, he built one of the first amateur radio transmitters in the state. Following World War I service, Stan established Hubbard Field at Louisville. A few months later he organized the first commercial airline in the U. S.



HUBBARD

and laid out their routes still used by airlines today. In 1924, Stan started WAMD in Minneapolis. The station call-letters were changed to KSTP in 1928. In June, 1939, he purchased one of the first television cameras and began experimenting with the medium. On April 27, 1948, KSTP-TV, under Stan's guidance, began full commercial operation, housed in the station's ultra-modern radio city building and the only structure in the area built exclusively for radio-TV production.



RICHARD B. HULL, radio and TV director for WOI, Iowa State College, is a man who has come a long way in a little time. Not only is he responsible for the first educationally owned TV station in the U. S., but currently he is also TV chairman for NAEB and director of Region IV of that group. Dick has served 3 terms as president of the National Association of Educational Broadcasters, and in 1946 and '47 was president of the Iowa Radio News Editors. After graduation from Iowa State in 1938 he served as radio



HULL

specialist for the University of Minnesota's Agricultural Extension Service and worked with WCCO, KSTP, WTCN, and KUOM, all in Minn. At WOI-TV, where he was named director in 1946, Dick has instituted a three-fold policy. First, to give the Ames-Des Moines area a complete network program service; secondly to train limited numbers of students in actual TV station situations and thirdly to conduct continuing programs of research on TV audience impact.



GEORGE S. JOHNSON, general manager and chief engineer for KOB-TV, Albuquerque, N. M., first became interested in radio when he had an opportunity to experiment with a neighbor's wireless set. With passing years this interest grew and in 1922 he had obtained his Amateur Operator's license in San Diego, Calif. In 1928, George graduated from the University of Colorado, and immediately entered the radio department of the General Electric Company in Schenectady, N. Y.,



JOHNSON

where he stayed for three years. In 1932, George left this position to become chief engineer for KOB, where he built the station's first 10 kilowatt transmitter, and installed the first 50 kilowatt transmitter in 1941. When KOB applied for a TV station in 1946 George was made general manager and chief engineer. Today he still retains these duties and is also chief engineer for KOB-AM. He was born in Spokane, Washington on March 16, 1906.





KLAUS LANDSBERG, vice-president of Paramount TV Productions, is certain to figure prominently whenever TV pioneers both in Europe and America are discussed. Though only in his early thirties, Klaus is recognized as one of the leading authorities in the TV fields. He has been actively engaged in this work for over 16 years, and he has started more TV programming trends than any other single individual in the nation. In 1937, Klaus was appointed laboratory engineer and assistant to Dr. Korn, the inventor of picture



LANDSBERG

telegraphy, in Berlin, Germany. Coming to America in 1938, Klaus went to work for Farnsworth TV, Inc., as development engineer and the next year was with NBC. It was during this period that Klaus helped make possible the first public demonstration of TV at the World's Fair. After working with DuMont laboratories he was sent to Hollywood to organize W6XYZ, the Paramount Picture TV station in 1941. This TV outlet was on the air 5 years on an experimental basis before it became KTLA.



H. P. LASKER, general manager of WLW-D, Dayton, Ohio, was born and educated in Europe. His first job was working in transportation advertising in France and England, which gave him the experience needed to take on the duties of director of transportation advertising for WLW, when he came to this country. Pete held that post for the Crosley interests for ten years before being appointed sales manager for the TV outlet in Dayton. A little over a year ago he was appointed to his



LASKER

present post. Pete is a devotee of sports and is a leader at the many staff parties on the skating rinks, swimming pools and tennis courts. "The harder you work the body," Pete says, "the harder you can work the mind." While he was born and educated abroad, Pete is constantly crusading for directness of speech and action in the true American tradition and believes the job's the thing. Recently his program director asked Pete to appear on a three-city newscast, during the height of an ice-storm, on skates--and Pete did.



JAMES LEONARD, general manager of WLW-C, Columbus, Ohio, laid the groundwork for his career in radio through his association with the University of Florida's station, WRUF, as announcer, producer and sports-caster in 1934. Two years after his graduation Jim joined the staff of WLW in Columbus, and the combination was so good it's lasted all this time. At WLW, Jim became one of the station's outstanding stars, gaining national recognition through his announcing, singing, MC work,



LEONARD

and participation on various dramatic programs. In 1944, he accepted the position of program director of WSAI also a part of the Crosley Corporation, and during this time he also taught special radio courses at Cincinnati's College of Music, and was instrumental in the development of new talent in that city. In accepting the position of general manager of WLW-C in 1949, Jim assumed the responsibility of establishing Columbus' first TV station and has made it pay off.





CECIL D. MASTIN, general manager of WNBC and WNBC-TV, Binghamton, N. Y., was born in Fairport, N. Y. He entered Syracuse University to study law but after two years he left to pursue the study of voice in New York. He produced a vaudeville act, Mastin and Melvin, and gained theatrical experience from about five years with three different acts which he wrote and produced. "Cec" went to Binghamton in 1915 and established a successful voice studio there. In addition to his teaching, "Cec" instituted several concert courses and



MASTIN

founded the Binghamton Civic Music Series in 1926, and also founded the Binghamton Choral Society. With business experience gained as a partner in a local music store, "Cec" became program director of WNBC in 1929. When the station was bought by the Wiley B. Jones Advertising Agency in 1932 he became general manager. In 1942, FM was added and "Cec," who had been active in early development of FM, added WNBC-FM to his chores. WNBC-TV was launched on Dec. 1, 1949.



JOHN McCORMICK, general manager of WTAM-WNBK, Cleveland, Ohio, is a prime example of a man who eats, breathes and sleeps television. His introduction to this industry began in 1929 when he joined the staff of radio station WGES in N. Y. as an announcer. Since that time he has been connected with practically every phase of radio and TV with the possible exception of engineering. He was named program director, WGES, and remained with them when the station came under the Hearst banner and changed its



McCORMICK

call letters to WINS. In 1934 John became program and production manager at WKRC, Cincinnati, and manager in 1936. In 1938 he transferred to WCCO, manager, and in Feb. 1940, he was called to NBC to serve with their Chicago network sales division. John has also seen service as radio director of the Republican National Committee under Herbert Brownell in Washington, D. C. from Feb. 1945 until May 1946 at which time he returned to NBC sales in Chicago. John came to WTAM-WNBK in 1948.

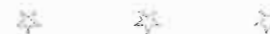


JOHN M. OUTLER, Jr. was born in Marietta, Ga., and after attending local schools was graduated from Young Harris College and later from Emory College. John's first job was classified advertising manager of the Augusta Herald. In 1916 he joined the Atlanta Journal staff, handling real estate advertising from 1916 until he enlisted in the Army in 1917. John returned to the Journal in 1919 as automobile editor a position he held until 1926 when he became manager of the paper's Retail Advertising Department. John entered re-



OUTLER

dit as business manager of WSB in 1930 and became general manager in 1944. With the inauguration of TV in 1948 he assumed the double duties of general manager of both the AM and TV operations. As manager of the South's largest radio station and first TV outlet, John has been a spokesman for local station TV interests and particularly for local programming in the medium. He has been a member of the Standards of Practice Committee of the NAB as well as chairman of the Sales Manager's Executive Committee.





ARDEN X. PANGBORN, newly appointed general manager of WOAI and WOAI-TV, San Antonio, Texas, entered the radio field back in 1940 when he left his post as managing editor of the Portland "Oregonian" to assume managership of KGW and, KEX, the then Red and Blue outlets in the Northwest city. A sports writer at 18, he gave up his job with the "Oregonian" to work his way through the University of Oregon and returned to the paper in 1929.



PANGBORN

He became managing editor in 1938 and during his newspaper years also wrote for the pulps. The next year "Pang" entered the radio field and within twelve months was elected Pacific Coast representative on the first NBC planning and advisory committee. Later, "Pang" returned to his post of managing editor of the "Oregonian," a position he held until his recent appointment to the general managership of the AM and TV outlets of Southland Industries, Inc.



W. D. ROGERS, JR., vice-president and general manager of KEYL-TV, San Antonio, Texas, has been prominent in Southwest advertising circles for many years. He was formerly general sales and advertising manager of the Coca-Cola Bottling Co. of West Texas, and served as president of the Lubbock Advertising Club and the Lubbock Sales Executives Club. Active also in the Lions Club, Dub is past director of the Lubbock Lions Club, recognized as the



ROGERS, JR.

largest in the nation and the fourth largest in the world. During World War II, he served in the Air Force for three years until his discharge. Moving to San Antonio in Feb., 1950, he assumed active management of KEYL which was then still under construction. At a meeting in Chicago, Jan., 1951, he was elected to the TV board of directors of KEYL. He is an alumnus of Baylor University, and a member of the Masonic Lodge.



LEE RUWITCH, vice-president and general manager of WTVJ, Miami, was born in Escanaba, Michigan. He has been associated with the station since August, 1948, when the WTVJ was still in the construction stage. At the time, Lee was rounding out his second year as executive assistant to Col. Mitchell Wolfson, co-founder of the station. Following his graduation from the University of Minnesota, Lee was associated with Joseph Ruwich & Sons Department Store in Norway, Michigan.



RUWITCH

During the war he served three-and-a-half years in the Navy, mostly in the South Pacific, emerging as a Lieutenant. During the past year, Lee has traveled thousands of miles visiting other TV operations to secure first-hand information and to study personnel and operating methods of both large and small outlets. As a result, WTVJ has grown in stature during the year. Lee was named general manager of the station in 1949 and in January, 1950, he was elevated to vice-president.





OWEN SADDLER, general manager of KMTV, Omaha, Neb., can look back upon colorful diversified career whenever he wants to. He has been an English Instructor at two universities, a newspaper reporter, and has spent three years in the legal department of E. J. Du Pont de Nemours & Co. Add to this 13 years in radio and TV with the May Broadcasting Co., and you find a well-assimilated man. His first experience with radio came in 1938 when he was still working for his Ph.D. at Northwest-



ern U. At that time he met the late Earl May, founder of KMA and a radio pioneer, who lured him to the station in 1938. Owen became assistant to the president and, in 1945, became general manager. He has carried over into TV all the enthusiasm he has developed working in radio. He has managed KMTV since its inception in Omaha, Sept. 1, 1949, and at present many TV executives consider KMTV as a model TV operation.

SADDLER



FRANK P. SCHREIBER, manager and treasurer of WGN, Inc., operators of WGN, WGNB and WGN-TV, has been with the parent Tribune Company for thirty years. During this period he has taken an active and important part in the growth of WGN to a place of prominence in the mid-west AM field and has guided the development of WGN-TV in the television field. Frank joined the Tribune in 1918 as a sports writer. In 1926 he was named assistant sports editor and by 1928 was made assistant



general purchasing agent. Three years later he joined WGN as director of public relations. In 1940, Frank was named station manager. He has more than a professional interest in WGN's network, Mutual. In fact, Frank feels more like a parent of the network since he was present at the birth of the web in 1936 when WGN formed the Quality Network, which, a short time later, became Mutual. Frank is a native Chicagoan, graduate of Northwestern University, and a red hot sports fan.

SCHREIBER

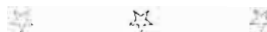


VICTOR A. SHOLIS, vice-president and director of WHAS and WHAS-TV, Louisville, Ky., was born in Scotland of Lithuanian parents. After this novel beginning he came to Chicago and in 1929 became a U. S. citizen through the naturalization of his father. Attending the University of Illinois he graduated summa cum laude in 1931 with a B.S. degree in journalism. In 1934 he joined the Chicago Daily Times, where he became political editor. He served in this capacity until 1939 when he became a special assistant to Secretary



of Commerce Harry Hopkins. He resigned from the Dept. of Commerce and became a director of the Clear Channel Broadcasting Service in Washington in 1941. After serving three years in the Army he returned to CCBS, but resigned in 1947 to accept the post of director at WHAS. At this 50,000-watt clear-channel station he has set a pace for outstanding local and public service programming, and recently became the second Kentuckian ever to receive the American Cancer Society's award for meritorious service.

SHOLIS





FRANKLIN SNYDER, vice-president and station manager of WXEL, Cleveland, was born in Pittsburgh. After graduation from the Carnegie Institute of Technology, where he majored in architecture, he joined the Jones & Laughlin Steel Corporation in the construction engineering department. In 1938, Frank and several of his friends formed the Quality Laboratories, a company engaged in the manufacture and sale of drugs and cosmetics. This organization lasted five years and Frank went on to the Dravo Corporation, a ship-



SNYDER

building firm. In 1944, he transferred to the Magnetic Metals Co., where he served in a sales position. At the conclusion of the war the firm converted to the manufacturing of radio and TV parts. As a result of his business contacts, he became friendly with Herbert Mayer, president of Empire Coil Co., who was in the process of developing a TV station in Cleveland. Resigning from Magnetic Metal in 1949, Frank helped construct and organize WXEL and finally assumed active management.



HARRY L. STONE, general manager of KPHO and KPHO-TV, Phoenix, Arizona, is a veteran of 27 years in the radio business. A believer in the idea that network programs need not originate in New York, Chicago or Los Angeles, Harry set about finding a format early in life that would warrant national recognition. Out of one of his brainstorms came "Grand Ole Opry," still a top Hooper show coast-to-coast. Harry also has to his credit such talent discoveries as Eddy Arnold, Roy Acuff, Minnie Pearl and Ernest Tubbs, and was in-



STONE

strumental in giving Dinah Shore her first start. Though he is far from being a songwriter by trade he recently collaborated with a friend and produced "Chattanooga Shoeshine Boy" which swept the nation. Formerly vice-president and general manager of WSM and WSM-TV, Nashville, Tenn., he assumed the general managership of KPOH-AM-TV this past year. Harry's main objective appears to be the creation of local live shows for both radio and TV worthy of local acclaim, and produced for national recognition.



KENNETH W. STOWMAN, television sales manager of WFIL-TV, Philadelphia, is a veteran of 25 years in the broadcasting field. He joined the WFIL staff in 1945 as assistant to the general manager, following three and a half years with the U. S. Navy. Before assuming his present position in 1948, Ken directed WFIL-TV operations for more than a year, beginning in February, 1947. During this period the station went on the air for the first time. In the mid-twenties, Ken left a job as radio editor of a Philadelphia newspaper



STOWMAN

to join the staff of a local radio station. Since then he has been associated with the medium, except for his Navy hitch. While in the service he was a lieutenant on the staff of Rear Admiral C. E. Rosendahl, chief of the Naval Airship Training Command at Lakehurst, N. J. Ken studied business administration at Temple University before entering on his career and is a member of the Poor Richard Club and the 50 Club, as well as a board member of T & A of Philadelphia.



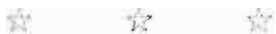


HARRY BANNISTER, general manager of WWJ, Detroit, has AM, FM as well as TV activities under his guidance. Harry entered radio in 1931 as a salesman for WMBC in the Motor City. Later he went with WJR and in 1933 he joined WWJ as a salesman. Harry became sales manager for the station in 1935 and was appointed general manager in 1941. He is a former member of the board of directors of the NAB and is a member of the Stations Planning and Advisory Committee of NBC.



BANNISTER

Before entering radio, Harry was associated with E. I. duPont de Nemours and with Brewer Co. He also did a five-year stint with the American Druggist syndicate. In all jobs he was in sales or sales supervizing. On the more personal side, Harry, at his own admittance, is the best gin rummy player and worst trap shooter in radio or TV. He also admits that he plays a violent game of croquet every week end, in sun, snow, sleet or ice.



P. A. SUGG, vice-president of the WKY Radiophone Company and manager of WKY and WKY-TV, Oklahoma City, Okla., became interested in radio back in 1920 when the medium was still a gadget, and has been in it ever since. In 1929 he entered commercial radio with KPO, San Francisco, and two years later moved to NBC where he served as control supervisor in charge of technical network operations. A Navy reservist, Bud was called to active duty in 1940, and had a major role



SUGG

in the development of radar during the war. He served aboard the U.S.S. California, and later was on the staff of Adm. Nimitz, commander of the Pacific Fleet. Released from active duty in 1945 he became manager of WKY on Jan. 1, 1946, and divided his attention between management of the AM station and direction of preparations for the advent of TV in Oklahoma. WKY-TV went on the air commercially June 6, 1949, with a weekly schedule of about 15 hours of programming.



HAAR J. TYLER, manager of KFI-TV, Los Angeles, Calif., became interested in the radio field because of an old hobby, quartet singing, which had placed him before the microphone for over 5 years with the Edgewater Four around Chicago. He started as a partner in the Broadcasting Checking Bureau, which ceased to exist as broadcasting facilities increased and became more dependable. In 1934 he joined the John H. Dunkens Company as an account executive, handling such



TYLER

accounts as O'Henry Candy Bars, Crackerjacks and Campfire Marshmallows. Moving to the coast in 1939 he opened an office for Free & Peters, radio representatives in L. A., and a year later became commercial mgr. of KSFO. Early in 1943, Haar moved to Earle C. Anthony, Inc., as account executive for KFI. In 1947 he became sales manager for KFI, and the following year was promoted to program director and coordinator of TV, and finally manager of KFI-TV in Oct., 1948.





TELEVISION STATIONS

Station Index



Alphabetically Listed
by States, Cities and Call Letters



Personnel



Facilities



Licensee

NINETEEN FIFTY-ONE



Index Of The TELEVISION STATIONS Of The United States

Station	City—State	Page	Station	City—State	Page
KDYL-TV	Salt Lake City, Utah	1116	WHBF-TV	Rock Island, Ill.	1101
KECA-TV	Hollywood, Cal.	1091	WHEN	Syracuse, N. Y.	1108
KEYL	San Antonio, Tex.	1115	WHIO-TV	Dayton, O.	1111
KFIT-TV	Los Angeles, Cal.	1093	WICU	Erie, Pa.	1113
KFMB-TV	San Diego, Cal.	1095	WJAC-TV	Johnstown, Pa.	1113
KGO-TV	San Francisco, Cal.	1095	WJAR-TV	Providence, R. I.	1114
KING-TV	Seattle, Wash.	1117	WJBK-TV	Detroit, Mich.	1104
KLAC-TV	Hollywood, Cal.	1093	WJIM-TV	Lansing, Mich.	1104
KMTV	Omaha, Neb.	1105	WJZ-TV	New York, N. Y.	1107
KNBH	Hollywood, Cal.	1093	WKRC-TV	Cincinnati, O.	1109
KOB-TV	Albuquerque, N. M.	1106	WKTV	Utica, N. Y.	1108
KOTV	Tulsa, Okla.	1111	WKY-TV	Oklahoma City, Okla.	1111
KPHO-TV	Phoenix, Ariz.	1091	WKZO-TV	Kalamazoo, Mich.	1104
KPIX	San Francisco, Cal.	1095	WLAV-TV	Grand Rapids, Mich.	1104
KPRC-TV	Houston, Tex.	1115	WLW-C	Columbus, O.	1110
KRLD-TV	Dallas, Tex.	1115	WLW-D	Dayton, O.	1111
KRON-TV	San Francisco, Cal.	1095	WLW-T	Cincinnati, O.	1109
KSD-TV	St. Louis, Mo.	1105	WMAL-TV	Washington, D. C.	1096
KSL-TV	Salt Lake City, Utah	1116	WMAR-TV	Baltimore, Md.	1103
KSTP-TV	St. Paul-Minneapolis, Minn.	1105	WMBR-TV	Jacksonville, Fla.	1097
KTLA	Los Angeles, Cal.	1095	WMCT	Memphis, Tenn.	1114
KTSL	Hollywood, Cal.	1093	WNAC-TV	Boston, Mass.	1103
KTTV	Los Angeles, Cal.	1093	WNBK-TV	Binghamton, N. Y.	1106
WAAM-TV	Baltimore, Md.	1103	WNBK	Cleveland, O.	1110
WABD	New York, N. Y.	1107	WNBT	New York, N. Y.	1107
WAFM-TV	Birmingham, Ala.	1091	WNBW	Washington, D. C.	1096
WAGA-TV	Atlanta, Ga.	1098	WNBQ	Chicago, Ill.	1099
WATV	Newark, N. J.	1106	WNHC-TV	New Haven, Conn.	1096
WAVE-TV	Louisville, Ky.	1102	WOAI-TV	San Antonio, Tex.	1116
WBAL-TV	Baltimore, Md.	1103	WOC-TV	Davenport, Iowa	1101
WBAP-TV	Ft. Worth, Tex.	1115	WOI-TV	Ames, Iowa	1101
WBEN-TV	Buffalo, N. Y.	1106	WOR-TV	New York, N. Y.	1107
WBKB	Chicago, Ill.	1099	WOW-TV	Omaha, Neb.	1106
WBNS-TV	Columbus, O.	1110	WPIX	New York, N. Y.	1108
WBRC-TV	Birmingham, Ala.	1091	WPTZ	Philadelphia, Pa.	1113
WBTV	Charlotteville, N. C.	1109	WRGB	Schenectady, N. Y.	1108
WBZ-TV	Boston, Mass.	1103	WSAZ-TV	Huntington, W. Va.	1117
WCAU-TV	Philadelphia, Pa.	1113	WSB-TV	Atlanta, Ga.	1099
WCBS-TV	New York, N. Y.	1107	WSM-TV	Nashville, Tenn.	1114
WCPO-TV	Cincinnati, O.	1109	WSPD-TV	Toledo, O.	1111
WDAF-TV	Kansas City, Mo.	1105	WSYR-TV	Syracuse, N. Y.	1108
WDEL-TV	Wilmington, Del.	1096	WTAR-TV	Norfolk, Va.	1116
WDSU-TV	New Orleans, La.	1102	WTCN-TV	Minneapolis, Minn.	1105
WDTV	Pittsburgh, Pa.	1114	WTMJ-TV	Milwaukee, Wis.	1117
WENR-TV	Chicago, Ill.	1099	WTOP-TV	Washington, D. C.	1096
WEWS	Cleveland, O.	1110	WTTG	Washington, D. C.	1097
WFAA-TV	Dallas, Tex.	1115	WTTV	Bloomington, Ind.	1101
WFBM-TV	Indianapolis, Ind.	1101	WTVJ	Miami, Fla.	1098
WFIL-TV	Philadelphia, Pa.	1114	WTVN	Columbus, O.	1111
WFMY-TV	Greensboro, N. C.	1109	WTVR	Richmond, Va.	1116
WGAL-TV	Lancaster, Pa.	1113	WWJ-TV	Detroit, Mich.	1104
WGN-TV	Chicago, Ill.	1099	WXEL	Cleveland, O.	1110
WHAM-TV	Rochester, N. Y.	1108	WXYZ-TV	Detroit, Mich.	1104
WHAS-TV	Louisville, Ky.	1102			

TV STATIONS

1950—1951

The following list of Television Stations reveals that 107 stations are operating in 63 markets. This is an increase of six stations over the 101 stations operating in 59 cities last year. The total number of TV sets in use as of April 1, 1951, was 12,171,500.

ALABAMA

WAFM-TV

BIRMINGHAM—1949—ABC-CBS
PARAMOUNT

Channel: 13....AP: 13.6 Kw....VP: 26 Kw.
Owned-Oper. By.....Voice of Alabama, Inc.
Business-Studio Address.....Protective Life Bldg.
Phone Number.....3-8116
Transmitter Location.....Radio Park-Red Mt.
Air Time.....98 hours weekly
News Service.....INS
Representative.....Radio Sales
Membership.....NARTB
Ch. of the Board.....Ed Norton
Pres., Gen. Mgr.....Thad Holt
Sta. Mgr., Pgm. Dir.....Lionel F. Baxter
Commercial Manager.....C. P. Persons, Jr.
Film Production.....Burt McKee, Jr.
Chief Engineers....Jimmy Evans, N. H. Hurley
Manager of Operations.....E. H. Mitchell
Consulting Engr.....A. D. Ring & Co.

WBRC-TV

BIRMINGHAM—1949—NBC-DuM

Channel: 4.....AP: 7.25....VP: 14.25 Kw.
Owned-Oper. By.....Birmingham Bcastg. Co.
Business-Studio Address.....WBRC Bldg.
Phone Number.....4-7741
Transmitter Location.....Red Mountain
Air Time.....63 hrs. weekly
News Service.....AP, INS
Representative.....Paul H. Raymer Co.
Membership.....NARTB
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.....W. D. Smith
Publicity Director.....John Orr
Dir. of Remotes.....Millard Almon
Chief Engineer.....G. P. Hamann

ARIZONA

KPHO-TV

PHOENIX—1949—
ABC-CBS-NBC-DuM

Channel: 5....AP: 8.7 Kw....VP: 17.5 Kw.
Owned-Oper. By.....Phoenix Television, Inc.
Studio Address.....631 North First Ave.
Phone Number.....4-7367
Transmitter Location.....618 North Central
Air Time.....70 hrs. weekly
News Service.....INS
Representative.....Petry & Co.
Pres. & Gen. Mgr.....John C. Mullins
Sta. Mgr. & Prog. Dir.....Ronald C. Oxford
Commercial Mgr.....Gil Lee
Dir. of News & Spec. Events.....Art Sprinkle
Chief Engineer.....George L. McClanathan

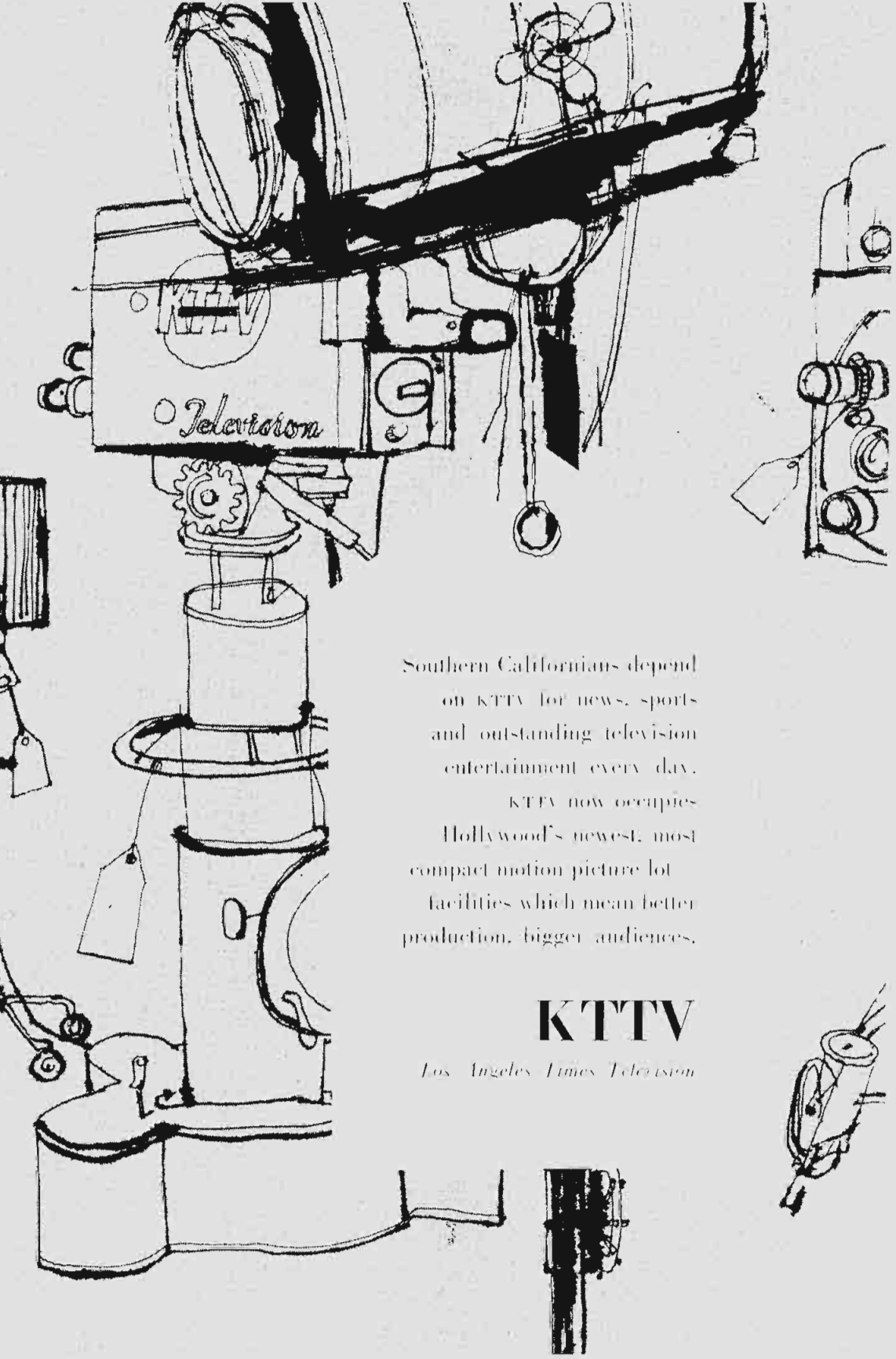
CALIFORNIA

KECA-TV

HOLLYWOOD—1949—ABC

Channel: 7.....AP: 15 Kw....VP: 30 Kw.
Owned-Oper. By.....American Bcastg Co., Inc.
Business-Studio Address.....ABC-TV Center
Phone Number.....NOrmandy 3-3311
Transmitter Location.....Mt. Wilson
Air time.....73 hours weekly
News Service.....AP, INS, UP
Representative.....ABC Spot Sales
President.....Robert E. Kintner (ABC)
General Manager.....F. Samuels
Station Manager.....Richard Moore
Commercial Manager....William K. McDaniel
Program Director.....John I. Edwards
Promotion Director.....John Hansen
Dir. of News and Special Events

James T. Vandiveer
Production Manager.....E. Carlton Winckler



Southern Californians depend
on KTTV for news, sports
and outstanding television
entertainment every day.

KTTV now occupies
Hollywood's newest, most
compact motion picture lot
facilities which mean better
production, bigger audiences.

KTTV

Los Angeles Times Television

Publicity Director.....Jerry Ross
 Film Editor.....George Boggs
 Director of Remotes.....James T. Vandiveer
 Chief Engineer.....P. G. Caldwell
 Consulting Engineer.....Kear & Kennedy

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.....Atop Mt. Wilson
 Air Time.....96 hours weekly
 News Service.....INS, UP
 Representative.....Katz Agency Inc.
 President.....Dorothy Schiff
 Exec. V.P., Gen. Sta. Mgr.....Don Fedderson
 Commercial Manager.....Dave Lundy
 Program Director.....Fred Henry
 Promotion Director.....Jack Miller
 Dir. of News & Special Events....J. McNamara
 Production Manager.....Don Forbes
 Publicity Director.....Red Doff
 Director of Film, Remotes.....Fred Henry
 Chief Engineer.....Robert W. Conner
 Consulting Engr....Craven, Lohnes & Culver

KNBH

HOLLYWOOD—1949—NBC

Channel: 4.....Ap: 8 Kw.....VP: 15 Kw.
 Owned-Oper. By...National Broadcasting Co.
 Business-Studio Address.....1500 N. Vine St.
 Phone Number.....Hollywood 9-6161
 Transmitter Location.....Mt. Wilson
 Air Time.....75 hours weekly
 News Service.....AP, INS, UP
 Representative.....NBC Spot Sale
 General Manager.....Thomas B. McFadden
 Commercial Manager.....Donald A. Norman
 Program Director.....Robert V. Brown
 Promotion Director.....Richard Eisiminger
 Dir. of News & Spec. Events...Roger Sprague
 Production Manager.....Edward H. Sobol
 Publicity Director.....Robert Pelgram
 Film Director.....Robert Guggenheim
 Director of Remotes.....A. V. Cole
 Chief Engineer.....Robert W. Clark

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.
 Membership.....NARTB
 President.....Willet H. Brown
 VP Chg. TV.....Charles L. Glett
 Sales Manager.....Robert B. Hoag
 Executive Producer.....Cecil Barker
 Promotion Director.....John Hurley
 Dir. of News & Spec. Events.....Bill Symes
 Production Supervisor.....R. P. Anderson, Jr.
 Publicity Director.....Mark Finley
 Director of Production.....Donald M. Hine
 Director of Remotes.....Gilbert Wyland
 Chief Engineer.....Harold Jury
 Dir. of TV Research.....Harry R. Lubcke

KTTV

LOS ANGELES—1949—CBS

Channel: 11...AP: 16.6 Kw....VP: 30.9 Kw.
 Owned-Oper. By.....KTTV, Inc.
 Business Address.....5746 Sunset Blvd.
 Phone Number.....HUDson 2-7111
 Transmitter Location.....Mt. Wilson
 Air Time.....76½ hours weekly
 News Service.....AP
 Representative.....Radio Sales
 President.....Norman Chandler
 General Manager.....Harrison M. Dunham
 Commercial Manager.....Frank G. King
 Program Director.....Robert Purcell
 Prom., Pub. Dir.....John R. Vrba
 Dir. of News and Special Events..Bob Breckner
 Production Manager.....Charles Koons
 Film Director.....Tom Corradine
 Director of Remotes.....Bob Breckner
 Chief Engineer.....Joseph Conn
 Consulting Engineer.....Caven, Lohnes and
 Culver, Washington, D. C. r

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, NARTB
 Station Manager.....H. J. Tyler
 Program Director.....Kenneth Higgins
 Commercial Manager.....John Bradley

KTLA

THE BEST ADVERTISING BUY IN LOS ANGELES

HOOPER TELEVISION AUDIENCE INDEX

DEC 1950 - JANUARY 1951 SHARE OF TELEVISION AUDIENCE

TIME	TV SETS. IN USE	TV Station "A"	TV Station "B"	TV Station "C"	TV Station "D"	KTLA	TV Station "E"	TV Station "F"	OTHER TV
SUNDAY AFTERNOON 12:00 NOON-6:00 P.M.	25.3	9.8	9.8	17.8	15.6	36.1 *	-	10.7	0.3
SATURDAY DAYTIME 8:00 A.M.-6:00 P.M.	13.9	4.9	3.8	9.4	1.7	60.8 *	1.7	17.0	0.7
EVENING SUN. THRU SAT. 6:00 P.M.-10:00 P.M.	50.2	16.8	5.7	9.7	15.9	33.3 *	7.4	11.1	0.1

877,421 TV Receivers in Los Angeles area, January 1, 1951.



KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOLLYWOOD 9-6363
 Eastern Sales Office • 1501 Broadway, New York 18 • BRyant 9-8700

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

K T L A

LOS ANGELES—1947

Channel: 5.....AP: 15 Kk.....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
 Gen. Mgr. & V-P, Paramount

T-V Prods.....Klaus Landsberg
 Commercial Manager.....Harry Maynard
 Senior Director.....Gordon Minter
 Production Supervisor.....J. Gordon Wright
 Director of News & Special Events...Jon Rice
 Manager Studio Operations.Charles Theodore
 Film Director.....Leland G. Muller
 Director of Remotes.....John Silva
 Chief Engineer.....Raymond Moore

K F M B - T V

**SAN DIEGO—1949—ABC-CBS-NBC
 DUMONT**

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
 Transmitter Location.....Mount Soledad
 Air Time.....80 hours weekly
 Representative.....Branham
 News Service.....AP, INS
 Membership.....NARTB
 President, General Manager...Jack O. Gross
 Commercial Manager.....William Edholm
 Prog. Dir., Dir. of Remotes...Alvin Flanagan
 Prom., Pub. Dir.....Neil Morgan
 Prod. Mgr.....Bill Fox
 Chief Engineer.....Thornton Chew
 Consulting Engineer.....George Davis

K G O - T V

SAN FRANCISCO—1949—ABC

Channel: 7....AP: 13 Kw.....VP: 27 Kw.
 Owned-Oper. By.....American Bcstg. Co.
 Business Address.....155 Montgomery St.
 Phone Number.....Exbrook 2-6544
 Transmitter Location..Mt. Sutro, ABC TV Ctr.
 Air Time.....60 hours weekly
 News Service.....AP, INS, UP
 Representative.....ABC Spot Sales
 President (ABC).....Robert E. Kintner

Gen., Sta. Mgr.....Gayle V. Grubb
 Commercial Manager.....Vincent Francis
 Program Director.....Bloyce Wright
 Promotion Director.....Maury Baker
 Dir. of News and Spe. Events...Vic Reed
 Production Manager.....Russell Baker
 Publicity Director.....Maury Baker
 Film Director.....Phyllis Towner
 Director of Remotes.....Bill Hollenbeck
 Chief Engineer.....A. E. Evans
 Consulting Engineer....Keary & Kennedy

K P I X

**SAN FRANCISCO—1948—CBS
 DUMONT-PARAMOUNT**

Channel: 5....AP: 15.4 Kw.....VP: 29.9 Kw.
 Owned-Oper. By.....KPIX, Inc.
 Bus. Studio Address.....Mark Hopkins Hotel
 Phone Number.....EXbrook 2-4567
 Trans. Location....Roof, Mark Hopkins Hotel
 Air Time.....53 hours weekly
 News Service.....INS, UP
 Representative.....Katz
 Membership.....NARTB
 President.....Wesley I. Dumm
 V.P., Gen. Mgr.....Philip G. Lasky
 V.P.—Sales.....Colin Selph
 Commercial Manager.....Lou Simon
 Program Director.....Stanford Spillman
 Promotion Dir.....Kay Mulvihill
 Dir. News & Spec. Events...Forrester Mashbir
 Film Director.....Tom Stanford
 Technical Director.....A. E. Towne
 Consulting Engineer Universal Research Labs

K R O N - T V

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.....70 hours weekly
 News Service.....AP
 Representative.....Free and Peters
 Membership.....NARTB
 General Manager.....Charles Thieriot
 Director of Television.....Harold P. See
 Sales Director.....Norman Louvau
 Program Director.....Patric Crafton
 Promotion Director.....Don Knight
 Dir. of News and Spe. Events..A. H. Constant
 Publicity Director.....Dave Ohman
 Chief Engineer.....R. A. Isberg
 Film Director.....B. Kotrich

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 6-9826
 Transmitter Location Gaylord Mt.
 Air Time 91 hours weekly
 News Service AP, INS
 Representative Katz
 Membership NARTB
 President Patrick J. Goode
 Sec.-Treas. Aldo De Dominicis
 Station Manager James T. Milne
 Commercial Manager Vincent J. Callanan
 Prod. Mgr., Progr. Dir. David K. Harris
 Dir. of News & Spec. Events
 Publicity Director Marion Hosko
 Dir. of Rem., Chf. Engr. Vincent DeLaurentis

DELAWARE

WDEL-TV

WILMINGTON—1949—NBC-DuM

Channel: 7 AP: 5 Kw. VP: 1 Kw.
 Owned-Oper. By WDEL, Inc.
 Business-Studio Address 10th & King Sts.
 Air Time 58 hours weekly
 Phone Number 7268
 Transmitter Location New Castle County
 News Service UP
 Representative Meeker
 Membership NARTB
 Station Executive Clair R. McCollough
 Station Manager J. Gorman Walsh
 National Sales Manager J. Robert Gulick
 Program Director James 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
 Transmitter Campus American Univ.
 Air Time 65 hours weekly
 Newspaper Affiliation The Evening Star
 Representative ABC Spot Sales
 Membership NARTB
 News Service AP, INS, UP
 President S. H. Kauffmann
 V.P. & Gen. Mgr. K. H. Berkeley
 Commercial Manager Ben B. Baylor, Jr.
 Program Director Charles Kelly
 Promotion Director Howard Bell
 Director of News & Spec. Events Bryson Rash
 Publicity Director Mary Pauline Perry
 Film Director Charles Bloomquist
 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
 Membership TBA, NARTB
 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 Sandefur
 Program Manager Ralph Burgin
 Sales Prom. Mgr. Tom Geoghegan
 Publicity Manager Walter Jay Royen

WTOP-TV

WASHINGTON—1949—CBS

Channel: 9 AP: 14.4 Kw. VP: 27.3 Kw.
 Owned-Oper. By The Washington Post
 Business Address Warner Building

Always More
on
Channel Four

W

N

B

W



WASHINGTON

• • U. S. TV STATIONS • •

Phone Number.....Me. 3200
Transmitter Location.....40th & Brandywine
Transmitter Location.....40th and Brandywine
St., N.W.
Air Time.....100 hours weekly
Newspaper Affiliation.....Washington Post
News Service.....AP
Membership.....NARTB
General Manager.....John Hayes
Commercial Manager.....George Hartford
Progr. Prod. Director.....E. I. Halbert
News, Pub. & Prom. Director..Cody Planstiehl
Production Manager.....E. I. Halbert
Film Director.....C. D. Dyatt
Chief Engineer.....L. A. Wilkinson

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. Burleson

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.....B. O. Box 5187
Phone Number.....9-4477
Transmitter Location.....Southampton & Vine
Air Time.....84 hours weekly
News Service.....UP
Representative.....Avery-Knodel
President.....Frank King
Gen., Sta. Mgr.....Glenn Marshall, Jr.
Program Director.....Bernie Adams
Prod. Mgr.....John Sever
Chief Engineer.....Ernest Vordermark
Consulting Engineer.....Andrew Ring

W T V J

MIAMI—1948—ABC-CBS-NBC-DuM

Channel: 4.....AP: 1.1 Kw.....VP: 2.2 Kw.
Owned-Oper. By.....Wometco Theatres
Business-Studio Address.....17 3rd St., N.W.
Transmitter Location.....Everglades Hotel
Air Time.....76½ hours weekly
News Service.....UP
Representative.....Free & Peters
President.....Mitchell Wolfson
V.P., Gen., Sta. Mgr.....Lee Ruwitch
Commercial Manager.....John S. Allen
Pgm. Dir., Dir. of News & Spec. Events
Clyde H. Lucas
Pub. & Promotion Director.....Lyn Morrow
Film Director.....Labe B. Mell
Dir. of News & Special Events...Ralph Renick
Program Coordinator.....John A. Shay
Chief Engineer.....Earl W. Lewis

GEORGIA

W A G A - T V

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.....71½ hours weekly
News Service.....AP
Representative.....Katz
President.....George B. Storer
General Manager.....James E. Bailey
Sta. Mgr.....Geo. B. Storer, Jr.
Commercial Manager.....John W. Collins, Jr.
Program Director.....William R. Terry
Promotion Director.....Lidie Lee
Production Manager.....M. Sidney Lasher
Publicity Director.....N. A. Cannon
Chief Engineer.....Paul B. Cram
Consulting Engineer.....A. Earl Cullum, Jr.

exclusive coverage of south florida's gold coast....

**NBC - CBS -
ABC - DUMONT**

*Represented by
FREE & PETERS, INC.*

WTVJ

channel 4
MIAMI

17 N. W. 3rd ST., MIAMI, FLORIDA

W S B - T V

ATLANTA—1948—ABC-NBC

Channel: 8 AP: 12:5 Kw. VP: 23.8 Kw.
Owned-Oper. By The Atlanta Newspapers,
Inc.

Address 1801 W. Peachtree
Phone Number Atwood 3827
Air Time 90 ohurs weekly
Newspaper Affiliations . . . Atlanta Newsp., Inc.
News Service UP
Representative Petry
Membership NARTB
Managing Director J. Leonard Reinsch
General Manager John M. Outler, Jr.
Commercial Manager Frank Gaither
Program Director Marcus Bartlett
Promotion Director Vincent Piano
Dir. of News & Spec. Events . . . James Bridges
Production Manager Mark Toalson
Publicity Director Wayne Anderson
Film Director Jean Hendrix
Chief Engineer C. F. Daugherty

ILLINOIS

W B K B

CHICAGO—1940—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 112 hours weekly
News Service UP, INS
Representative Weed
Membership TBA
General Manager John H. Mitchell
Comptroller Mathew E. Vieracker
Program Manager S. C. Quinlan
Dir. of News & Spec. Events Ulmer Turner
Publicity Director John Davis
Production Manager William Ryan
Film Director George Rice
Dir. of Remotes Phil Ruskin
Chief Engineer William P. Kusack

W E N R - T V

CHICAGO—1948—ABC

Channel: 7 AP: 2.4 Kw. VP: 4.35 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 77¼ hours weekly

News Service AP, INS, UP
Representative ABC Spot Sales
Membership NARTB
V.P. in Chg. John H. Norton, Jr.
General Manager James Stirton
Sta., Comm. Mgr. Roy McLaughlin
Program Director Fred Killian
Promotion Director Dean D. Linger
Dir. of News & Spec. Events Cornelius O'Dea
Publicity Director Elliott Henry
Film Director Polly Thompson
Chief Engineer Edward C. Horstman

W G N - T V

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
Transmitter Location Tribune Tower
Air Time 100 hours weekly
Newspaper Affiliation Chicago Tribune
News Service AP, UP
Representative Keenan & Eickelberg
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. Faraghan
Director of News Spencer Allen
Facilities Manager George F. Petterson
Promotion Director Charles A. Wilson
Publicity Director James Hanlon
Film Director Elizabeth Bain
Director of Remotes Donald Cook
Chief Engineer Carl J. Meyers

(See Page 1100)

W N B Q

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 82 hours weekly
News Service AP, INS, UP
Representative NBC Spot Sales
Membership NARTB
President of NBC Joseph McConnell
V.P. & Gen. Mgr. I. E. Showerman
Station Manager Jules Herbeveaux
Commercial Manager John J. McPartlin
Program Director Arthur Jacobson
Promotion Director John Keys
Dir. of News & Spec. Events William B. Ray
Publicity Director Jack Ryan
Film Director Isabel Cooney
Chief Engineer Howard C. Luttgens

Daytime Television Gets Results

(on WGN-TV, that is)

Since WGN-TV first blazed the way in Chicago television with regularly scheduled daytime programs, advertisers' result stories have been streaming in:

One daytime sponsor says, "We experienced a considerable increase in our Chicago volume right from the start—33⅓%. Our sales are still climbing and are now 50% ahead of last year."

An agency writes that WGN-TV delivered the highest mail response of any of the 28 stations carrying their program. The mail count was higher than either New York or Los Angeles, both of whom currently have more television sets than Chicago.

These are just two of the many daytime result stories on WGN-TV. If you want results for your products—you need WGN-TV in Chicago.

As one advertiser wrote, "I only wish there were fifty WGN-TVs in this country."



The Chicago Tribune Television Station

WHBF-TV

ROCK ISLAND—1950—ABC-CBS
DuM

Channel: 4...AP: 5.5 Kw....VP: 11.0 Kw.
Owned-Oper. By.....Rock Island Bcstg. Co.
Bus.-Trans. Address...Telco Bldg., 231 18th St.
Phone Number.....R. I. 6-5441
Air Time.....43 hours weekly
News Service.....INS
Representative.....Avery-Knodel, Inc.
Membership.....NARTB
President.....Ben H. Potter
Gen., Sta. Mgr.....Leslie C. Johnson
Commercial Manager.....Maurice Corken
Program Director...Forest W. Cooke
Promotion Director.....(Miss) Fern Hawks
Prod. Mgr., Dir. of News and Spe. Events
Charles F. Harrison
Publicity Director.....(Miss) Fern Hawks
Film Director.....Bunny Smith
Chief Engineer.....Robert J. Sinnott
Consulting Engineer.....E. C. Page

INDIANA

WTTV

BLOOMINGTON—1949
ABC-CBS-NBC-DuM

Channel: 10...AP: 3.31 Kw....VP: 6.38 Kw.
Owned-Oper. By.....Sarkes Tarzian, Inc.
Address.....535 S. Walnut St.
Phone Number.....2-3366
Air Time.....40 hours weekly
News Service.....AP
Representative.....Robert Meeker Assoc.
General Manager.....Glenn Van Horn
Sales & Prom. Mgr.....Robert Lemon
Program Assistant.....Robert Petranoff
Production Manager.....Jim Ratcliffe
Film Director.....Al Fiscus
Dir. of & Spec. Events Pub. Dir. Lyle Warrick
Chief Engineer.....Morton L. Weigel
Consulting Engineer.....Kear & Kennedy

WFBM-TV

INDIANAPOLIS—1949
ABC-CBS-NBC-DuM

Channel: 6...AP: 18.1 Kw....VP: 28.2 Kw.
Owned-Operated By.....WFBM, Inc.
Business-Studio Address..48 Monument Circle
Phone Number.....Lincoln 8506
Transmitter Location...Merchants Bank Bldg.
Air Time.....82 hours weekly
News Service.....AP..INS

Representative.....Katz
Membership.....TBA, NARTB
Pres., Gen. Mgr.....Harry M. Bitner, Jr.
Comm. Mgr., Pub. Dir.....William F. Kiley
Program Director.....Frank O. Sharp
Promotion Director.....David F. Milligen
Dir. of News & Spec. Events...Gilbert Forbes
Prod. Mgr., Film Dir.....Hugh L. Kibbey
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.....NARTB
President.....Charles E. Friley
General Membership.....Richard B. Hull
Station Manager.....Robert Mulhull
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-Oper. By.....Central Bcstg. Co.
Business Address.....805 Brady St.
Phone Number.....3-3661
Transmitter Location.....Bettendorf
Air Time.....82 hours weekly
News Service.....UP
Representative.....Free & Peters, Inc.
Membership.....NARTB
President.....Col. B. J. Palmer
Vice-Pres. & Treas.....D. D. Palmer
Exec. Vice-Pres.....Ralph Evans
Secretary.....William D. Wagner
Vice-President.....Paul Loyet
Gen., Sta. Mgr.....Ernest Sanders
Commercial Manager.....Mark Wodlinger
Program Director.....Charles Freburg
Promotion Director.....Fred Reed
Dir. of News and Spe. Events...Bob Redeem
Telvision Director.....Don Bohl
Publicity Director.....Paul Ives
Film Director.....Ken Wagner
Director of Remotes.....Charles Freburg
Chief Engineer.....Paul Arvidson
Consulting Engineer.....A. D. Ring & Co.

• • U. S. TV STATIONS • •

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 70 hours weekly
 News Service AP, INS
 Membership NARTB
 Representative Free & Peters
 President George W. Norton, Jr.
 General Manager Nathan Lord
 Commercial Manager Ralph Jackson
 Program Director George Patterson
 Director of Television John Boyle
 Prom., Pub. Dir. Robert Elverman
 Dir. of News James Caldwell
 Production Manager Burt Blackwell
 Film Director Irving Lively
 Dir. of Remotes Walter K. Witherbee
 Chief Engineer Wilbur Hudson
 Consulting Engineer Ring & Clark

WHAS-TV

LOUISVILLE—1950—CBS

Channel: 9 AP: 7.2 Kw. VP: 9.6 Kw.
 Owned-Oper. By WHAS, Inc.
 Address 6th & Broadway
 Phone Wabash 2211
 Representative Petry
 News Service AP, UP
 Director Victor A. Sholis
 Sales Director Neil D. Cline
 Promotion Manager Richard Hughes

LOUISIANA

WDSU-TV

NEW ORLEANS—1948
 ABC—CBS—NBC—DuM

Channel: 6 AP: 15.0 Kw. VP: 31.0 Kw.
 Owned-Operated By WDSU Bcstg. Services
 Business-Studio Address 520 Royal St.
 Phone Number Tulane 4371
 Transmitter Location Hibernia Bank Bldg.
 Air Time 75 hours weekly
 News Service AP, UP
 Representative Blair
 Membership NARTB
 Partners Edgar B. Stern, Edgar B. Stern, Jr.
 Gen. Sta. Mgr. Robert D. Swezey
 Commercial Manager A. Louis Read
 Program Pub. Dir. Roy Rich

the
Finest

in
**Facilities
 and
 Programming**

WDSU-TV
 NEW ORLEANS

Affiliated with
 ABC • CBS • NBC • DUMONT
 NETWORKS

Represented by BLAIR-TV INC.

Prom., Pub. Dir.....Marion Annenberg
 Dir. of News & Spec. Events.....Mel Leavitt
 Film Director.....Rose Wetzel
 Chief Engineer.....Lindsey Riddle
 Consulting Engineer.....E. C. Page

MARYLAND

W A A M - T V

BALTIMORE—1948—ABC-DuM

Channel: 13....AP: 14.0 Kw....VP: 26.0 Kw.
 Owned-Operated By...WAAM, Incorporated
 Business Address.....3725 Malden Ave.
 Phone Number.....MOhawk 7600
 Transmitter Location.....3725 Malden Ave.
 Air Time.....80 hours weekly
 News Service.....Transradio, UP
 Representative.....Harrington, Righter and
 Parsons, Inc.

Exec. Vice-Pres.....Norman C. Kal
 General Manager.....Kenneth Carter
 Asst. Gen. Mgr.—Sales.....Armand Grant
 Prog., Film Dir.....Herbert Cahan
 Promotion Director.....Harriet George
 Dir. of News and Pub.....Joel Chaseman
 Production Manager.....Tony Farrar
 Director of Engineering.....Benjamin Wolfe
 Chief Engineer.....Glenn Lahman
 Consulting Engineer.....Kear and Kennedy

W B A L - T V

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
 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. Freiert
 Production Director.....Victor Campbell
 Prom., Pub. Dir.....Tom White
 Dir. of News & Spec. Events...Galen Fromme
 Film Director.....Mel Quinn
 Chief Engineer.....John Wilner

W M A R - T V

BALTIMORE—1947—CBS

Channel: 2....AP: 10 Kw....CP: 16 Kw.
 Owned-Operated By.....The A. S. Abell Co.

Business-Studio Address.....Sun Bldg.
 Phone Number.....MULberry 5670
 Transmitter Location.....Mathieson Bldg.
 Air Time.....80 hours weekly
 Newspaper Affiliation.....Sunpapers
 News Service.....AP, Transradio
 Representative.....Katz
 Membership.....TBA, NARTB
 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
 Promotion Director.....Gustavus Ober
 Publicity Director.....Suzanne Gebhart
 Film Dir., Dir. of News...David V. R. Stickle
 Chief Engineer.....Carlton G. Nopper

MASSACHUSETTS

W B Z - T V

BOSTON—1948—NBC

Channel: 4....AP: 7.07 Kw....VP: 15.61 Kw.
 Owned-Oper. By...Westinghouse Radio Sta-
 tions, Inc.

Address.....1170 Soldiers Field Rd.
 Phone Number.....ALgonquin 4-5670
 Air Time.....75-80 hours weekly
 News Service.....AP, UP
 Representative.....NBC Spot Sales
 President.....Walter Evans
 Vice-President.....Walter E. Benoit
 Gen. Sales Mgr.....Edwin R. Borroff
 Station Manager.....W. C. Swartley
 Sales Manager.....C. Herbert Masse
 Program Manager.....W. Gordon Swan
 Publicity Manager.....W. A. Davis
 Film Librarian.....Carl Lawton
 Technical Supervisor.....Sidney V. Stadig
 Chief Engineer.....W. H. Hauser

W N A C - T V

**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.....NARTB
 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. 82 hours weekly
 News Service. INS
 Membership. NARTB
 Representative. Katz
 President. George B. Storer
 Program Director. E. Hal Hough
 Gen., Comm. Mgr. Richard E. Jones
 Production Manager. Lanny Pike
 Prom. Mgr., Pub. Dir. Joyce M. Chapman
 Dir. of News & Special Events. Larry Ruppel
 Film Director. Bob Striker
 Director of Remotes. Ted Beimel
 Chief Engineer. Paul Frincke
 Consulting Engineer. Earl Cullum

WWJ-TV

DETROIT—1947—NBC

Channel: 4... AP: 8.5 Kw... VP: 17.4 Kw.
 Owned-Operated By. Evening News Assoc.
 Business-Studio Address. 622 W. Lafayette
 Phone Number. Woodward 2-2000
 Transmitter Location. Penobscot Bldg.
 Newspaper Affiliation. The Detroit News
 News Service. UP
 Representative. Hollingbery
 Membership. TBA
 General Manager. Harry Bannister
 Sta. Mgr. Willard E. Walbridge
 Program Director. Melvin C. Wissman
 Promotion Director. Jake Albert
 Dir. of News & Spec. Events. Tom McMahon
 Production Manager. Walter Koste
 Publicity Director. John Gnau
 Film Director. Douglas Wright
 Chief Engineer. Russell Williams
 William L. Foss

WXYZ-TV

DETROIT—1948—ABC

Channel: 7... AP: 13.9 Kw... VP: 27.9 Kw.
 Owned-Operated By. Amer. Broadcasting Co.

Business Address. 1700 Stroh Bldg.
 Phone Number. Woodward 3-8321
 Studio-Transmitter Location. Maccabees Bldg.
 Air Time. 105 hours weekly
 News Service. AP
 Representative. ABC Spot Sales
 Membership. NARTB
 President (ABC). Robert Kintner
 Gen. Mgr., Pres. of WXYZ, Inc.

James G. Riddell
 Commercial Manager. Len Kamins
 Program Director. John Pival
 Prom. Pub. Dir. Hal Neal
 Production Manager. Ed Sanchez
 Dir. of Spec. Events & Remotes. Don Hallman
 Film Director. Ken Simms
 Chief Engineer. Charles Kocher

WLAV-TV

**GRAND RAPIDS—1949—ABC
 CBS-NBC-DuM**

Channel: 7... AP: 10Kw... VP: 20 Kw.
 Owned-Oper. By. Leonard A. Versluis
 Business Address. 6 Fountain St. N.E.
 Phone Number. Glendale 6-5461
 Transmitter Location. E. 92nd St.
 Air Time. 87 hours weekly
 News Service. UP
 Representative. The John E. Pearson Co.
 Owner. Leonard A. Versluis
 Gen., Comm. Mgr. Hy M. Steed
 Program Director. Hal Kaufman
 Production Manager. Dave Hoyle
 Chief Engineer. Lee G. Stevens
 Consulting Engineer. George Davis

WKZO-TV

**KALAMAZOO—1950
 ABC-CBS-NBC-DuM**

Channel: 3... AP: 8.0 Kw... VP: 16.0 Kw.
 Owned-Operated By. Fetzer Bcstg. Co.
 Address. 124 W. Michigan Ave.
 Phone Number. 3-1223
 Transmitter Location. Mr. Nr. Plainwell, Mich.
 Air Time. 63 hours weekly
 Representative. Avery-Knodel, Inc.
 Membership. NARTB
 Pres., Gen., Sta. Mgr. John E. Fetzer
 Commercial Mgr. John W. O'Harrow
 Prod. Supervisor. Harry E. Travis
 Prom., Pub. Dir. John W. O'Harrow
 Dir. News & Spec. Events. Dr. Willis F. Dunbar
 Chief Engineer. Carl E. Lee
 Consulting Engineer. Paul F. Godley

WJIM-TV

**LANSING—1950—ABC-CBS-DuM
 NBC**

Channel: 6... AP: 9.3 Kw... VP: 18.7 Kw.

Owned-Oper. By.....WJIM, Inc.
 Address.....Bank of Lansing Bldg.
 News Service.....INS
 Phone.....2-1333
 Representative.....H-R Representative
 General Manager.....Harold F. Gross
 Sta. Mgr., Prog. Dir.....Howard K. Finch
 Commercial Manager.....Roger S. Underhill
 Film Director.....Eddie O'Brien

MINNESOTA

KSTP-TV

ST. PAUL-MINNEAPOLIS—1948
NBC

Channel: 5...AP: 17.3 Kw...VP: 24.7 Kw.
 Owned-Operated By.....KSTP, Inc.
 Bus., Trans. Lo., 3415 University Ave., St. Paul
 Phone Number.....Prior 2717
 Air Time.....101½ hours weekly
 News Service.....AP, UP
 Representative.....Edward Petry
 Membership.....NARTB
 Pres., Gen. Mgr.....Stanley E. Hubbard
 V.P., Treas., Asst. Mgr.....K. M. Hance
 V.P. in Chg. Sales.....Miller C. Robertson
 Program Director.....Del Franklin
 Promotion Director.....Joseph C. Cook
 TV Film Director.....Richard Kepler
 Chief Engineer.....John McMahon
 Consulting Engineer.....Andrew D. Ring

WTCN-TV

MINNEAPOLIS—1949
ABC-CBS-DuM

Channel: 4...AP: 9.2 Kw...VP: 17.9 Kw.
 Bus.-Studio Address...Radio City—50 S. 9th St.
 Phone Number...Lincoln 0552; 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.....NARTB
 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
ABC-CBS-NBC-DuM

Channel: 4...AP: 11 Kw...VP: 22 Kw.
 Owned-Oper. By.....Kansas City Star Co.
 Business Address.....1729 Grand Ave.
 Phone Number.....Harrison 1200
 Studio-Trans. Location...31st & Summit Sts.
 Air Time.....68 hours weekly
 Newspaper Affiliation...The Kansas City Star
 News Service.....AP
 Representative.....Petry
 General Manager.....Dean Fitzner
 Commercial Manager.....E. M. Russo
 Program Director.....Bill Bates
 Chief Engineer.....Joseph Flaherty

KSD-TV

ST. LOUIS—1947
ABC-CBS-NBC-DuM

Channel 5...AP: 8.0 Kw...VP: 16.1 Kw.
 Owned-Oper. By...The Pulitzer Publishing Co.
 Address.....1111 Olive St.
 Phone Number.....MAIn 1111
 Air Time.....90 hours weekly
 Newspaper Affiliation...St. Louis Post-Dispatch
 News Service.....AP, INS
 Representative.....Free & Peters
 Membership.....TBA, NARTB
 President.....Joseph Pulitzer
 Gen., Sta. Mgr.....George M. Burbach
 Program Director.....Harold Grams
 Chief Engineer.....J. E. Risk
 Sales Manager.....Guy E. Yeldell
 Promotion Director.....David Pasternak

NEBRASKA

KMTV

OMAHA—1949—ABC-CBS

Channel: 3...AP: 8.400 Kw...VP: 16,700 Kw.
 Owned-Oper. By.....May Bcstg. Co.
 Bus.-Trans. Address...TV Cir., 2615 Farnam St.
 Phone Number.....HARney 9233
 Air Time.....70 hours weekly
 News Service.....UP
 Representative.....Katz Agency
 President.....Edward W. May
 Gen., Sta. Mgr.....Owen Saddler
 Commercial Manager.....Howard Peterson
 Program Director.....Glenn Harris
 Pub., Prom. Dir.....Joe Baker

U. S. TELEVISION STATIONS

Dir. of News and Spe. Events.... Hugh Bader
 Production Director.....Lew Jeitrey
 Film Director.....Bill Lund
 Chief Engineer.....R. J. Schroeder
 Consulting Engineer.....Wm. L. Foss

WOW-TV

OMAHA—1949—NBC-DuM

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.....66 hours weekly
 News Service.....AP, INS, UP
 Representative.....Blair TV
 Membership.....NARTB
 President.....Francis P. Matthews
 General Manager.....Frank P. Fogarty
 Sales Mgr.....Robert M. Dooley
 Program Director.....Ray Olson
 Promotion, Publicity Director...Bill Wiseman
 Dir. of News & Spec. Events....Ray Clark
 Production Manager.....Soren Munkhof
 Chief Engineer.....Wm. J. Kotera
 Consulting Engineer.....A. D. Ring & Co.

Owned-Oper. By....Albuquerque Bcstg. Co.
 Bus.-Stud. Address....234 So. 5th or Box 1319
 Phone Number.....3-4411
 Transmitter.....905 So. Buena Vista Blvd.
 Air Time.....30 hours weekly
 Membership.....TBA, NARTB
 News Service.....AP
 Pres., Gen. Mgr.....T. M. Pepperday
 Sta. Mgr., Chief Engineer...Geo. S. Johnson
 Program Director.....Dorothy B. Smith
 Prom., News & Spec. Events Dir.,
 Prod. Mgr.....Bud Neilson

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
 Transmitter Location.....Ingraham Hill
 Air Time.....45 hours weekly
 News Service.....UP, Telenews
 Representative.....Bolling
 President.....John C. Clark
 General Manager.....C. D. Mastin
 Station Manager.....L. L. Rogers
 Commercial Manager....Stanley N. Heslap
 Radio, Pgm. Dir.....E. M. Scala
 Promoton Director.....E. R. McCloskey
 Chief Engineer.....L. H. Stantz
 Consulting Engineer.....Jansky & Bailey

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....East Orange, N. J.
 Air Time.....100 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

WBEN-TV

**BUFFALO—1948—ABC-CBS NBC
 DuM**

Channel: 4...AP: 10.2 Kkw....VP: 16.2 Kw.
 Owned-Oper. By....WBEN, Inc.
 Phone Number.....MOhawk 0930
 Studio, Transmitter Location...Hotel Statler
 Air Time.....82 hours weekly
 News Service.....AP, INS
 Representative.....Harrington, Righter &
 Parsons, Inc.
 President.....Edward H. Butler
 Vice-President.....Alfred H. Kirchofer
 General Manager.....C. Robert Thompson
 Sales Manager.....Nicholas J. Malter
 Program Director.....George R. Torge
 Promoton Director.....Joseph A. Haefner
 News and Spec. Events, Asst. Pgm. Dir.
 Edward J. Wegman
 Film Director.....Quintin P. Renner
 Executive Producer.....Frederick A. Keller
 Technical Director.....Ralph J. Kingsley
 Asst. Technical Dir.....R. Glenn Beerbower

NEW MEXICO

KOB-TV

**ALBUQUERQUE—1948
 ABC-CBS-NBC-DuM**

Channel: 4...AP: 25 Kw....VP: 5 Kw.

W A B D

NEW YORK—1944—DuM

Channel: 5...AP: 9.45 Kw...VP: 14.25 Kw.
 Owned-Oper. By...Allen B. Du Mont
 Laboratories, Inc.
 Business-Trans. Address...515 Madison Ave.
 Phone Number...MUrray Hill 8-2600
 Air Time...64 hours weekly
 News Service...INS
 Membership...TBA, NARTB
 Director...Mortimer W. Loewi
 General Manager...Chris J. Witting
 Administrative Asst...Clarence G. Alexander
 Administrative Asst...Norman W. Drescher
 Director of Sales...Tom S. Gallery
 Pgm., Prod. Dir...James L. Caddigan
 Engineering Director...Rodney D. Chipp
 Dir. of Sports & Spec. Events

Leslie G. Arries, Sr.
 Sta. Relations Mgr...Robert Jamieson
 Pub. Rela. & Pub. Dir...Gerald Lyons
 Advertising, Sales Prom. Dir...Charlotte F. Stern
 Network Traffic Mgr...George Faust
 Teletypewriting Dept. Mgr...Edward C. Carroll
 Network Research Dept. Mgr.

Melvin A. Goldberg
 Film Dept. Mgr...Andrew Jaeger
 N. Y. Oper. Mgr...Milton Morel
 Mgr. of WTTG, Washington, D. C.

Walter Compton
 Mgr. of WDTV, Pittsburgh...Donald Stewart

W C B S - T V

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
 Transmitter Location...Chrysler Tower
 Air Time...85 hours weekly
 News Service...AP, INS, UP
 Representative...Radio Sales
 Chairman of the Board...William S. Paley
 President...Frank Stanton
 General Manager...G. Richard Swift
 Asst. to Gen. Mgr...Clarence Worden
 Sales Manager...George Dunham
 Program Director...Richard Doan
 Asst. Pgm. Dir...Jack Lescoulie
 Promotion Manager...Robert G. Patt
 Asst. Promotion Mgr...N. H. LeBlang
 Chief Engineer...Paul Wittlig

W J Z - T V

NEW YORK—1948—ABC

Channel: 7...AP: 15 kw...VP: 30 Kw.
 Owned-Oper. By...American Broadcasting Co.
 Business Address...7 W. 66th St.

Phone Number...Trafalgar 3-7000
 Transmitter Location...Empire State Bldg.
 Air Time...65 hours weekly
 News Service...AP, INS, UP
 Representative...ABC
 President (ABC)...Robert E. Kintner
 General Mgr...C. L. Doty
 Program Director...Alexander Stronach
 Promotion Director...Phil Bernstein
 Dir. of News & Spec. Events...Tom Velotta
 Production Manager...Charles Holden
 Publicity Director...Earl Mullin
 Film Director...Nat Fowler
 Chief Engineer...Frank Marx
 Consulting Engineer...Kear & Kennedy

W N B T

NEW YORK—1941—NBC

Channel: 4...AP: 4.27 Kw...VP: 5.2 Kw.
 Owned-Oper. By...National Bcstg. Co.
 Business Address...30 Rockefeller Plaza
 Phone Number...Circle 7-8300
 Transmitter Location...Empire State Bldg.
 Air Time...89 hours weekly
 News Service...AP, INS, UP
 Representative...NBC Spot Sales Dept.
 Membership...TBA
 President...Joseph H. McConnell
 General Manager...Ted Cott
 Commercial Manager...John H. Reber
 Program Director...Ivan Reiner
 Promotion Director...Leonard Safir
 Dir. of News & Spe. Events...George Wallach
 Publicity Director...Wini Schaefer

W O R - T V

NEW YORK—1945—MBS

Channel: 9...AP: 11.0 Kw...VP: 9.0 Kw.
 Owned-Oper. By...General Teleradio, Inc.
 Business Address...1440 Broadway
 Phone Number...LOnacre 4-8000
 Transmitter Location...N. Bergen, N. J.
 Air Time...100 hours weekly
 News Service...UP
 Station Representative...Carter-Kettell,
 Keenan & Eckelberg
 Membership...TBA
 President...Theodore C. Streibert
 V.P. Chg. of Sales...R. C. Maddux
 TV Operations Mgr...Eugene S. Thomas
 V.P., Pgm. Dir...Julius F. Seebach, Jr.
 Promotion Director...Joseph Creamer
 Dir. of News & Special Events...Dave Driscoll
 Production Manager...Phillip L. Tomalin
 Publicity Director...Robert Blake
 Film Director...Milford Fenster
 Chief Engineer...J. R. Poppele
 Consulting Engineer...George C. Davis

WPIX

NEW YORK—1948

Channel: 11... AP: 2.5 Kw... VP: 3.6 Kw.
 Owned-Oper. By ... WPIX, Inc.
 Address ... 220 E. 42nd St.
 Phone Number ... MU 2-1234
 Transmitter Location ... Empire State Bldg.
 Air Time ... 91 hours weekly
 News Service ... AP
 Newspaper Affiliation ... N. Y. Daily News
 Station Representative ... Free & Peters
 Membership ... TBA
 President ... F. M. Rlynn
 V.P., Gen. Mgr. ... G. Bennett Larson
 Sales Manager ... Walter Duncan
 Program Manager ... Warren Wade
 Advertising Manager ... Victor Forker
 Public Relations Manager ... L. A. Hollingsworth
 Production Manager ... Ardien Rodner
 Chief Engineer ... Tom Howard
 Film Director ... Tony Azzato
 Consulting Engineer ... A. D. Ring

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 Address ... 201 Humboldt St.
 Phone Number ... Culver 7240
 Transmitter Location ... Pinnacle Hill, Brighton
 Air Time ... 65 hours weekly
 News Service ... UP
 Representative ... Hollingbery
 Membership ... NARTB
 Vice-Pres., Gen. Mgr. ... William Fay
 Commercial Manager ... John W. Kennedy, Jr.
 Program Director ... Charles W. Siverson
 Promotion Pub. Director ... Armin N. Bender
 Director of News ... David E. Kessler
 Production Manager ... John Crosby
 Film Director ... David Manning
 Director of Remotes ... George Driscoll
 Chief Engineer ... Kenneth Gardner

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
 Transmitter Location ... New Scotland
 Air Time ... 70 hours weekly
 News Service ... TeleneWS
 Representative ... NBC Spot Sales
 Membership ... NARTB
 V.P., Mgr. of Bstg. ... R. S. Peare
 Asst. Mgr. of Bstg. ... B. J. Rowan

Station Manager ... R. B. Hanna, Jr.
 Supervisor of Sales ... Robert F. Reid
 Program Director ... Albert G. Zink
 Asst. Station Manager ... R. W. Welpoff
 Dir. of News & Spec. Events ... Wm. T. Meenam
 Production Managers ... T. A. Baughn, Ted Beebe
 Dir. of Prom. & Pub. ... Bill Givens
 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 ... 77 hours weekly
 News Service ... UP
 Representative ... Katz
 Membership ... TBA
 President ... E. T. Meredith, Jr.
 Gen., Sta. Mgr. ... PYaul Adanit
 Commercial Mgr. ... W. H. Bell
 Dir. of News & Spec. Events, Pub. Dir. ... E. F. Ryan
 Program Director ... Jean M. Slade
 Production Manager ... Albert Rein
 Dir. of Remotes, Film ... D. L. Conway
 Chief Engineer ... H. E. Crow

WSYR-TV

SYRACUSE—1950—NBC

Channel: 5... AP: 12.5 Kw... VP: 23.5 Kw.
 Owned-Oper. By ... Central N. Y. Bcstg. Corp.
 Business Address ... Syracuse Kemper Bldg.
 Phone Number ... 3-7111
 Transmitter Location ... Sentinel Heights
 Air Time ... 70 hours weekly
 News Service ... INS
 Representative ... Headley-Reed, Kettell-Carter
 Membership ... NARTB
 President ... H. C. Wilder
 V.P., Gen. Sta. Mgr. ... E. R. Vadeboncoeur
 Commercial Manager ... W. R. Alford, Jr.
 Program Director ... William V. Rothrum
 Promotion Director ... John F. Hurlbut
 Production Manager ... Arnold Wilkes
 Publicity Director ... John F. Hurlbut
 V.P. & Chief Engineer ... Armand G. Belle Isle
 Consulting Engr. ... Crown, Lohnes and Culver

WKTV

UTICA—1949—ABC-CBS-NBC-DuM

Channel: 13... AP: 6.5 Kw... VP: 13 Kw.
 Owned-Oper. By ... Copper City Bcstg. Corp.
 Business Address ... P. O. Box 386
 Phone Number ... 3-0404
 Transmitter Location ... Deerfield
 Air Time ... 92 hours weekly
 News Service ... UP

• • • **U. S. TELEVISION STATIONS** • • •

Representative.....Donald Cooke, Inc.
 President.....Myron I. Kallet
 General Manager.....Michael C. Fusco
 Comm., Prom. Mgr.....John J. MacDavitt
 Program Director.....Jack Fredericks
 Dir. of News & Spe. Events, Prod. Mgr.

Edwin Whittaker

Film Director.....Joseph Casaletta
 Chief Engineer.....DeForest T. Layton, Jr.
 Consulting Engineer.....George P. Adair

NORTH CAROLINA

W B T V

CHARLOTTE—1949
ABC-CBS-NBC-DuM

Channel: 3...AP: 8.2 Kw...VP: 16.3 Kw.
 Owned-Oper. By...Jefferson Standard Bcstg. Co.
 Business-Studio Address.....Wilder Bldg.
 Phone Number.....3-8833
 Transmitter Location...Spencer Mt., Gastonia
 Air Time.....73 hours weekly
 News Service.....INS, UP
 Representative.....CBS Radio Sales
 Membership.....TBA, NARTB
 President.....Joseph M. Bryan
 General Manager....Charles H. Crutchfield
 Sta. Mgr., Pgm. Dir.....Larry Walker
 Commercial Manager.....Keith M. Byerly
 Promotion Director.....J. R. Covington
 Dir. of News & Spec. Events...Jack Knell
 Production Manager.....Charles E. Bell
 Publicity Director.....Mrs. Carson Brown
 Merry
 Film Director.....Miss Jerry Patterson
 Chief Engineer.....M. J. Minor
 Consulting Engineer.....A. D. Ring

W F M Y - T V

GREENSBORO—1948
ABC-CBS-NBC-DuM

Channel: 2...AP: .84 Kw...VP: 1.68 Kw.
 Owned-Operated By...Greensboro News Co.
 Address.....212 N. Davie St.
 Phone Number.....3-8611
 Air Time.....75 hours weekly
 News Service.....UP
 Representative..Harrington, Righter & Parsons
 Membership.....TBA, NARTB
 Station Manager.....Gaines Kelley
 Commercial Manager.....Robert M. Lambe
 Program Director.....Gomer R. Lesch
 Chief Engineer.....William E. Neill
 Consulting Engineer.....Craven, Lohnes, &
 Calver

OHIO

W C P O - T V

CINCINNATI—1949—ABC-DuM

Channel: 7...AP: 10 Kw...VP: 21 Kw.
 Owned-Oper. By...Scripps-Howard Radio, Inc.
 Business Address.....3903-5 Carew Tower
 Phone Number.....CApital 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

W K R C - T V

CINCINNATI—1949—CBS

Channel: 11...AP: 12.5 Kw...VP: 24.5 Kw.
 Owned-Oper. By...Radio Cincinnati, Inc.
 Business Address.....Times-Star Bldg.
 Phone Number.....Garfield 1331
 Trans. Location...Highland & Dorchester Aves.
 Air Time.....113 hours weekly
 News Service.....AP
 Representative.....The Katz Agency, Inc.
 Membership.....NARTB
 Exec. Vice-Pres.....Hulbert Taft, Jr.
 Gen., Comm. Mgr.....U. A. Latham
 Local Comm. Mgr.....Don L. Chapin
 Program Manager.....Rod Mitchell
 Prom., Pub. Dir.....Fred Gregg
 Director of News.....David L. Nichols
 Comm. Prod. Mgr.....Syd Cornell
 Production Manager.....George Brengel
 Film Director.....Richard W. Ostrander
 Service Manager.....Warren F. Warner
 Chief Engineer.....George A. Wilson

W L W - T

CINCINNATI—1948—NBC

Channel: 4...AP: 19.5 Kw...VP: 23.5 Kw.
 Owned-Operated By...Crosley Bcstg. Corp.
 Address.....140 W. Ninth St.
 Phone Number.....Cherry 1822
 Air Time.....115-120 hours weekly
 News Service.....INS, UP
 Representative..WLW Sales—N. Y., Chicago,
 Hollywood, Dayton & Columbus
 Membership.....TBA, NARTB

• • • **U. S. TELEVISION STATIONS** • • •

Chairman of the Board... James D. Shouse
 President... R. E. Dunville
 V.P. & Gen. Mgr. ... R. E. Dunville
 Dir. of TV Oper. & Gen. Mgr. John T. Murphy
 Commercial Manager, William J. McCluskey
 Program Director... Lin Mason
 Dir. Sales Prom. ... Edward G. Feintheil
 News Editor... Terry Flynn
 Mgr. Sales Service... James Hill
 Dir. Pub. Rela. & Pub. ... James J. Cassidy
 Dir. of Film Procurement... Russell Landers
 Chief Engineer... Calvin Bopp
 Consulting Engineer... Weldon & Carr

W E W S

CLEVELAND—1947—ABC-CBS

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... 106 hours weekly
 Newspaper Affiliation... Scripps-Howard
 Newspapers
 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. Fierce
 Advertising Manager... Floyd E. Weidman
 Dir. of News & Spec. Events, Pub. Dir. ... F. E. Weldman
 Dir. of Remotes... Ernest Sindelar
 Technical Director... Joseph B. Epperson

W N B K

CLEVELAND—1948—NBC

Channel: 4 ... AP: 20.26 Kw. ... VP: 39.22 Kw.
 Owned-Oper. By... National Bcstg. Co.
 Business-Studio Address... 815 Superior Ave.
 Phone Number... CHerry 1-0942
 Transmitter Location... Brecksville, O.
 Air Time... 66 hours weekly
 News Service ... AP, UP
 Representative ... NBC Spot Sales
 Membership ... NARTB
 President (NBC)... Joseph H. McConnell
 General Manager... John McCormick
 Station Manager... Joseph A. Jenkins
 Fgm., Prod. Mgr. ... Philip L. Worcester
 Dir. of News & Spec. Events ... Edward R. Wallace
 Prom., Pub. D. r. ... Albert M. Henderson
 Film Director... Albert L. Odeal
 Engineer-in-Charge... S. E. Leonard
 Oper. Sup. ... Andrew L. Hammerschmidt

W X E L

**CLEVELAND—1949
 ABC-CBS-DuM**

Channel: 9 ... AP: 13.0 Kw. ... VP: 21 Kw.

Owned-Oper. By... Empire Coil Co., Inc.
 Address... Pleasant Valley & State Rds.
 Phone Number... Victory 3-8400
 Air Time... 90 hours weekly
 News Service ... UP
 Representative ... Katz
 President, Gen. Mgr. ... Herbert Mayer
 Station, Comm. Mgr. ... Franklin C. Snyder
 Promotion Director... Barbara Snyder
 Commercial Manager ... R. C. Wright
 Dir. of News & Spec. Events... Robert Rowley
 Co-ordinator... William Barth
 Film Director... Edwin Abbott
 Production Manager ... John Safer
 Chief Engineer... Thomas Friedman

W B N S - T V

COLUMBUS—1949—CBS

Channel: 10 ... AP: 12.15 Kw. ... VP: 24.3 Kw.
 Owned-Operated By... Columbus Dispatch
 Printing Co.
 Business Address... 33 N. High St.
 Phone Number... Fletcher 2611
 Transmitter Location... 495 Olentangy Blvd.
 Air Time... 93 hours weekly
 Newspaper Affiliation... Columbus Dispatch
 News Service ... AP
 Station Representative ... Blair
 Membership ... TBA, NAB
 Dir. of Television... Richard A. Borel
 Sta. Mgr., Film Dir. ... Edward H. Bonson
 Sales Director... Robert D. Thomas
 Promotion Director ... Jerome R. Reeves
 Dir. of News and Spec. Events... Chester S. Long
 Director of Remotes... Leo Decker
 Chief Engineer... Lester H. Natzger
 Consulting Engineer... Jansky & Bailey

W L W - C

COLUMBUS—1949

Channel: 3 ... AP: 12.8 Kw. ... VP: 15.2 Kw.
 Owned-Operated By... Crosley Bcstg. Corp.
 Business Address... 3165 Olentangy River Rd.
 Phone Number... Jefferson 5441
 Trans. Location... 3165 Olentangy River Rd.
 Air Time... 115 hours weekly
 News Service ... UP
 Station Representative ... WLW Sales Offices
 President... Robert E. Dunville
 Gen., Sta. Mgr. ... James Leonard
 Commercial Mgr. ... C. George Henderson
 Program Director... Tom A. Gleba
 Promotion Director ... Juanita Wilcox
 Production Manager... Walter S. Jacobs
 Publicity Director... Juanita Wilcox
 Film Director... Ronald Buchanan
 Director of Remotes ... Walter S. Jacobs
 Chief Engineer... Charles Sloan

W T V N

COLUMBUS—1949—ABC-DuM

Channel: 6... AP: 3.5 Kw.... CP: 6.0 Kw.
 Owned-Oper. By.....Picture Waves, Inc.
 Address.....50 W. Broad St.
 Phone Number.....Fletcher 1529
 Trans. Location....Le Vegue Lincoln Tower
 Air Time.....60 hours weekly
 News Service.....AP
 Representative.....Headley-Reed
 President.....Edward Lamb
 Gen., Station Manager.....John Rossiter
 Commercial Manager.....Roger J. LaReau
 Program Director.....Colin Male
 Dir. of News & Spec. Events..Barbara Slocum
 Production Manager.....Nick Luppino
 Film Director.....Dean Nack
 Chief Engineer.....Joseph Gill
 Consulting Engineer.....Rubin Compton

W H I O - T V

DAYTON—1949—ABC-CBS-DuM

Channel: 13... AP: 12.6 Kw.... VP: 26.6 Kw.
 Business Address.....45 S. Ludlow St.
 Owned-Oper. By...Miami Valley Bcstg. Corp.
 Phone Number.....Adams 2261
 Transmitter Location...1414 Wilmington Ave.
 Air Time.....93 hours weekly
 News Service.....INS, UP
 Membership.....NARTB
 President.....James M. Cox, Jr.
 General Manager.....J. Leonard Reinsch
 Station Manager.....Robert H. Moody
 Commercial Manager.....Harvey Young, Jr.
 Program Director.....Jack Hodgkinson
 Promotion Director.....Helen Drennen
 Dir. of News & Spe. Events..Stuart D. Strand
 Production Manager.....Don Wayne
 Publicity Director.....Helen Drennen
 Film Director.....George Skipper
 Director of Remotes.....Robert Crotinger
 Chief Engineer.....Ernest L. Adams
 Consulting Engineer.....McIntosh & Inglis

W L W - 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.....118½ hours weekly
 News Service.....UP
 Representative...WLW Offices, New York,
 Chicago, Hollywood
 Membership.....TBA, NARTB
 Station Manager.....H. Peter Lasker
 Commercial Manager....Wm. J. Williamson
 Asst. Mgr., Pgm. Mgr....A. Donovan Faust
 Prom. Pub. Dir.....Dorothy A. Sanders

Dir. of Special Events.....Neal VanElls
 Director of News.....Dave Murray
 Prod. Mgr., Film Dir.....Charles Vaughan
 Film Director.....Dick Cook
 Chief Engineer.....Howard Lepple

W S P D - T V

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.....55 hours weekly
 News Service.....AP, INS, UP
 Representative.....Katz
 Membership.....TBA, NARTB
 President.....George B. Storer
 (New Centre Bldg., Detroit, Mich.)
 General Manager.....Ely Flanigan
 Program Director.....Glenn Jackson
 Promotion-Publicity Dir.....Rick Gowrley
 Dir. of Special Events.....Bob Evans
 Film Director.....Elaine Phillips
 Director of Remotes.....Chris Montrose
 Chief Engineer.....William Stringfellow

OKLAHOMA

W K Y - T V

OKLAHOMA CITY—1949

ABC-CBS-NBC

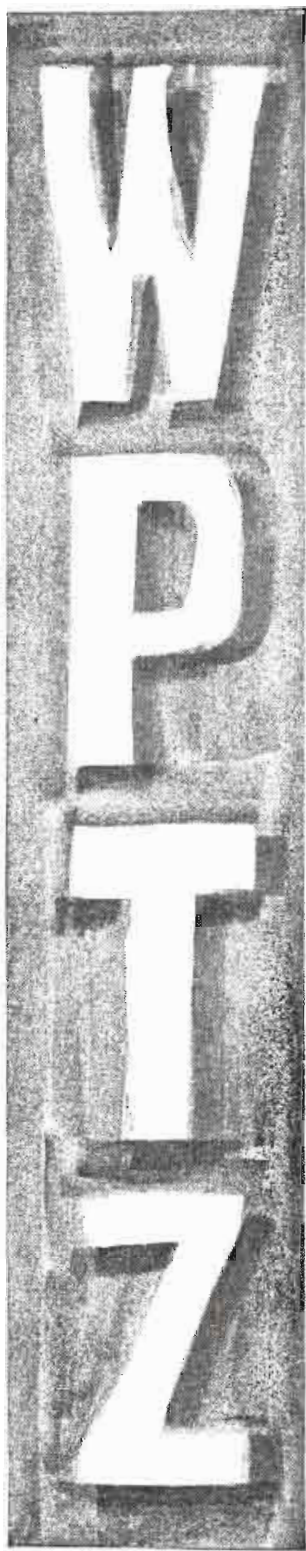
Channel: 4... AP: 6.2 Kw.... VP: 12.1 Kw.
 Owned-Oper. By.....WKY Radiophone Co.
 Phone Number.....3-4306
 Studio Address.....P. O. Box Britton Brand
 Transmitter Location...6 mi. north of city,
 E. of Britton
 Air Time.....72 hours weekly
 News Service.....AP, UP
 Representative.....Katz
 Pres., Gen. Mgr.....E. K. Gaylord
 Station Manager.....P. A. Sugg
 Commercial Manager.....Robert Chapman
 Administrative Manager.....Hoyt Andres
 Program Director.....Robert Olson
 Promotion Director.....Eugene B. Dodson
 Dir. News & Spe. Events....Ewing Canaday
 Film Director.....Kieth Mathers
 Production Supervisor.....Robert Swysgood
 Chief Engineer.....H. J. Lovell

K O T V

TULSA—1949

ABC-CBS-NBC-DuM-PARAMOUNT

Channel: 6... AP: 8.5 Kw.... VP: 16.5 Kw.



FIRST IN TELEVISION IN
PHILADELPHIA

PHILCO

TELEVISION BROADCASTING
CORPORATION



1800 Architects Building
Philadelphia 3, Pennsylvania

• • • **U. S. TELEVISION STATIONS** • • •

Owned-Oper. By... Cameron Television, Inc.
 Business Address.....3rd & Frankfort St.
 Phone Number2-9233
 Transmitter Location...National Bank of Tulsa
 Bldg.
 Air Time.....73 hours weekly
 News Service.....INS, UP
 Station Representative.....Adam Young
 Membership.....TBA, NARTB
 President.....George E. Cameron, Jr.
 General Manager.....Maria Helen Alvarez
 Commercial Manager.....John B. Hill
 Program Director.....James M. Orchard
 Dir. of News, Prom., Pub.....Robert Freeland
 Production Manager...G. Donald Thompson
 Film Director.....Craig Ramsey
 Director of Remotes.....George Chyka
 Chief Engineer.....George Jacobs

WGAL-TV
LANCASTER—1949
ABC-CBS-NBC-DuM

Channel: 4.....AP: 1 Kw.....VP: 1 Kw.
 Owned-Operated By.....WGAL, Inc.
 Business-Transmitter Address.....8 King St.
 Phone Number5251
 Studio Address.....24 S. Queen St.
 Air Time.....83 hours weekly
 News Service.....UP
 Representative.....Meeker
 Membership.....NARTB
 President.....Clair R. McCollough
 Station Manager.....Harold E. Miller
 Gen. Sales Mgr.....J. Robert Gulick
 Program Director.....Paul Rodenhauser
 Technical Director.....J. E. Mathiat

PENNSYLVANIA

WICU

ERIE—1949—ABC-CBS-NBC-DuM

Channel: 12.....AP: 1.5 Kw.....VP: 2 Kw.
 Owned-Oper. By.....Dispatch Incorporated
 Business-Trans. Address.....3514 State St.
 Phone Number.....4-0174, 4-0175, 4-0176
 Air Time.....87 hours weekly
 News Service.....AP
 Representative.....Headley-Reed
 President.....Edward Lamb
 Gen., Comm. Mgr.....Herbert S. Stewart
 Promotion Director.....Richard S. Johnson
 Pgm., News & Spe. Events Dir.....Don Lick
 Production Manager.....Al Swinhart
 Publicity Director.....Richard S. Johnson
 Film Director.....John W. Cook
 Chief Engineer.....Michael Csp
 Consulting Engineer.....Robin Compton

WCAU-TV
PHILADELPHIA—1947—CBS

Channel: 10.....AP: 14 Kw.....VP: 25 Kw.
 Owned-Operated By.....WCAU, Inc.
 Business-Studio Address.....1622 Chestnut St.
 Phone Number.....LOCust 7-7700
 Transmitter Location.....12 S. 12th St.
 Newspaper Affiliation..The Evening Bulletin
 News Service.....AP, UP
 Representative.....Radio Sales
 Pres., Gen. Mgr.....Donald W. Thornburgh
 V.P., Asst. Gen. Mgr.....Joseph L. Tinney
 V.P. & TV Director.....Charles Vanda
 Operations Director..Thomas Freebairn-Smith
 V.P. & Prom. & Pub. Dir.....Robert N. Pryor
 Director of News.....Alfred T. Ringler
 Film Director.....Helen Buck
 V.P. & Technical Director...John G. Leitch

WJAC-TV
JOHNSTOWN—1949
ABC-CBS-NBC-DuM

Channel: 13.....AP: 3.7 Kw.....VP: 6.5 Kw.
 Owned-Operated By.....WJAC, Inc.
 Business Address.....329 Main St.
 Phone Number9-1965
 Transmitter Location...Laurel Hill Mountain
 Air Time.....27 hours weekly
 Newspaper Affiliation..The Johnstown Tribune
 News Service.....AP
 Representative.....Headley-Reed
 Membership.....NARTB
 President.....Walter W. Krebs
 Station Manager.....Alvin D. Schrott
 Program Director.....Frank P. Cummins
 Chief Engineer.....Nevin L. Straub
 Consulting Engineer.....McNary & Wrathall

WPTZ
PHILADELPHIA—1941—NBC

Channel: 3.....AP: 8.0 Kw.....VP: 16.0 Kw.
 Owned-Oper. By..Philco Television Bcstg. Corp.
 Business Address.....1800 Architects Bldg.
 Phone Number.....LOCust 4-2244
 Transmitter Location...1300 E. Mermaid Lane,
 Wyndmoor
 Air Time.....96 hours weekly
 News Service.....UP
 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.
 Mgr. of Pgm. Operations...Preston Stover
 Pub., Prom. Dir.....John J. Kelly
 Chief Engineer.....Raymond J. Bowley
 Consulting Engineer.....George C. Davis

WFIL-TV

PHILADELPHIA—1947—ABC-DuM

Channel: 6... AP: 13.5 Kw... VP: 27 Kw.
 Owned-Oper. By... Philadelphia Inquirer Div.
 of Triangle Publications, Inc.
 Business Address... 46th & Market Sts.
 Phone Number... EVergreen 2-4700
 Transmitter Location... Roxborough
 Air Time... 75 hours weekly
 Newspaper Affiliation... The Philadelphia
 Inquirer
 News Service... AP
 Station Representative... Katz
 Membership... TBA, NAB, TV Assn. of Phila.
 General Manager... Robert W. Clipp
 Oper. Asst. to Gen. Mgr... John D. Scheuer, Jr.
 Admin. Asst. to Gen. Mgr... Donald W. Kellett
 TV Sales Mgr... Kenneth W. Stowman
 Program Director... Jack Steck
 Promotion Director... George A. Koehler
 Director of News... William C. Driscoll
 Mgr. of Operations... Felix Meyer
 Publicity Director... Joseph E. Dooley
 Film Director... Walter Tillman
 Chief Engineer... Louis E. Littlejohn
 Consulting Engineer... Chambers & Garrison

WDTV

PITTSBURGH—1949
 ABC-CBS-NBC-DuM

Channel: 3... AP: 8.3 Kw... VP: 16.6 Kw.
 Owned-Operated By... Dr. Allen B. Du Mont
 Laboratories, Inc.
 Business Address... Chamber of Commerce
 Bldg.
 Phone Number... Express 1-1071 to 1078
 Transmitter Location... 4101 Grizella St.
 Air Time... 96½ hours weekly
 News Service... UP
 Representative... DuMont Network
 Membership... TBA
 President... Dr. Allen B. Du Mont
 Gen. Sta. Mgr... Donald A. Stewart
 Sales Director... Larry Israel
 Film Director... Harry G. Munson
 Chief Engineer... Raymond Rodgers

RHODE ISLAND

WJAR-TV

PROVIDENCE—1949
 NBC-NERN

Channel: 11... AP: 15 Kw... VP: 30 Kw.
 Owned-Operated 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... AP
 Representative... Weed
 Transcription Service... World
 Chmn. of Bd... Mortimer L. Burbank
 Gen. Sta., Comm. Mgr... John J. Boyle
 Program Director... M. Sothern Abbott
 Production Manager... James Orchard
 News Director... Ben Boyden
 Chief Engineer... Thomas C. J. Prior

TENNESSEE

WMCT

MEMPHIS—1948
 ABC-CBS-NBC-DuM

Channel: 4... AP: 7.12 Kw... VP: 13.6 Kw.
 Owned-Operated... Memphis Publishing Co.
 Business-Studio Address... Goodwyn Institute
 Bldg., P. O. Box 311
 Phone Number... 8-7464
 Transmitter Location... Thomas Rd.
 Air Time... 24 hours weekly
 News Service... INS, UP
 Representative... Branham
 Membership... NARTB
 President... Enoch Brown
 Gen. Station Mgr... H. W. Slavick
 Commercial Manager... J. C. Eggleston
 Program Director... Wilson Mount
 Prom., Pub. Dir... Walter E. Frase
 Dir. of News & Spec. Events... Ralph Haskins
 Production Manager... Jay Scott
 Film Director... Charles Caldwell, Jr.
 Director of Remotes... Wilson Mount
 Chief Engineer... E. C. Frase, Jr.

WSM-TV

NASHVILLE—1950—ABC-CBS-DuM

Channel: 4... AP: 7.2 Kw... VP: 14.4 Kw.
 Owned-Oper. By... Natl. Life & Accident
 Ins. Co.
 Business Address... 301 7th Ave.
 Phone Number... 6-7181
 Transmitter Location... 14th Ave., S., & Compton
 Ave.
 Air Time... 65 hours weekly
 News Service... AP, INS
 Representative... Edward Petry
 Membership... TBA, NARTB
 President... John H. DeWitt, Jr.
 Commercial Manager... Irving Waugh
 Program Director... Jack Stapp
 Pub., Publ. Relns., Prom. Dir...
 William R. McDaniel
 Pgm., News & Spe. Events... Jack Stapp
 Production Manager... Jim McMurry
 Film Director... Miss Montrey Ashburn
 Pgm., Remotes Dir... Jack Stapp
 Chief Engineer... Aaron Shelton
 Consulting Engineer... George Reynolds

TEXAS

KRLD-TV

DALLAS—1949—CBS

Channel: 4.....AP: 7.5 Kw.....VP: 15 Kw.
 Owned-Operated By.....KRLD Radio Corp.
 Business Address.....Herald Square
 Phone Number.....Randolph 6811
 Transmitter Location.....1101 Patterson St.
 Air Time.....60 hours weekly
 Newspaper Affiliation...Daily Times Herald
 News Service.....AP, INS, UP
 Representative.....Branham
 Membership.....NARTB
 President.....J. W. Runyon
 Managing Director.....Clyde W. Rembert
 Assistant Manager.....J. W. Crocker
 Commercial Manager.....William A. Roberts
 Program Director.....Roy S. George
 Pub., Prom. Dir.....A. J. Putman
 Dir. of News and Spec. Events...Ves. R. Box
 Production Manager.....Ed Hallack
 Film Director.....Nick Mueller
 Director of Remotes.....Millman Rochester
 Chief Engineer.....Roy M. Flynn
 Consulting Engineer....Craven, Lohnes and
 Culver

WFAA-TV

DALLAS—1949

ABC-NBC-DuM-PARAMOUNT

Channel: 8....AP: 13.5 Kw....VP: 27.1 Kw.
 Owned-Operated By.....A. H. Belo Corp.
 (Dallas Morning News)
 Business Address.....1122 Jackson St.
 Phone Number.....Riverside 9631
 Transmitter Location.....3000 Hines Blvd.
 Air Time.....50 hours weekly
 Newspaper Affiliation...The Dallas Morning
 News
 News Service.....UP
 Representative.....Petry
 Membership.....TBA
 President.....E. M. (Ted) Dealey
 General Manager.....Martin B. Campbell
 Commercial Mgr....Natl.: Ralph W. Nimmons
 Local: Alex Keese
 Program Director.....Bert Mitchell
 Promotion Director...Mrs. Wynona Portwood
 Dir. of News and Spec. Events...Lawrence E.
 DuPont
 Production Manager.....E. Ashley Dawes
 Publicity Director....Harry L. Koenigsberg
 Film Director.....Douglas Thompson
 Director of Remotes...Lawrence E. DuPont
 Chief Engineer.....J. Raymond Collins
 Technical Supervisor.....Carlos Dodd
 Consulting Engineer.....A. Earl Cullum

WBAP-TV

FORT WORTH—1948—ABC-NBC

Channel 5:.....AP: 16.4 Kw.....VP: 8.2 Kw.
 Owned-Operated By...Carter Publications, Inc.
 Address.....3900 Barnett St.
 Phone Number.....Lockwood 1981
 Air Time.....75 hours weekly
 News Service.....AP
 Newspaper Affiliation...Fort Worth Star-
 Telegram
 Representative.....Free & Peters
 Membership.....NARTB
 President.....Amon Carter
 Director.....Harold Hough
 Station Manager.....George Cranston
 Commercial Manager.....Roy Bacus
 Program Director.....Bob Gould
 Prom., Pub. Dir.....Thaine Engle
 Dir. of News & Spec. Events...James A. Byron
 Production Manager.....Tommy Thompson
 Film Director.....Lynn Trammell
 Director of Remotes.....Sid Smith
 Chief Engineer.....R. C. Stinson
 Consulting Engineer.....A. D. Ring

KPRC-TV

HOUSTON—1949—ABC-CBS

NBC-DuM

Channel: 2....AP: 7.5 Kw.....VP: 15 Kw.
 Owned-Oper. By.....Houston Post Co.
 Address.....Lamar Hotel
 Air Time.....80 hours weekly
 Representative.....Petry
 Commercial Manager.....Terry Lee
 Production Director.....Frank Partin
 Chief Engineer.....Paul Huhndorf

KEYL

SAN ANTONIO—1950

ABC-CBS-DuM

Channel: 5....AP: 9.0 Kw.....VP: 17.9 Kw.
 Owned-Oper. By...San Antonio TV Company
 Business Address.....Transit Tower
 Phone Number.....Garfield 8151
 Transmitter Location...Transit Tower
 Air Time.....Approx. 30 hours weekly
 News Service.....UP & Acme Telephoto
 Representative.....Blair
 Membership.....TBA
 V-P, Gen. Mgr.....W. D. Rogers, Jr.
 Commercial Manager.....Frank Junell
 Program Director.....W. B. Robb
 Dir. of News and Prom.....Mort Dank
 Film Director.....Tom Maloney
 Director of Remotes.....Glenn Hill
 Chief Engineer.....William Jackson
 Consulting Engineer.....McIntosh & Inglis

WOAI-TV

SAN ANTONIO—1949

ABC-CBS-NBC

Channel: 4... AP: 10.8 Kw... VP: 21.6 Kw.
 Owned-Oper. By... Southland Industries, Inc.
 Address... 1031 Navarro St.
 Phone Number... Garfield 4221
 Air Time... 45 hours weekly
 News Service... AP, INS
 Representative... Pety
 Pres., Gen. Mgr... Hugh A. L. Halff
 Asst. Gen. Mgr., Sales... Jack Keasler
 Prom. Mgr... Dallas Wyant
 Program Director... J. R. Duncan
 Production Manager... Dick Perry
 Dir. of News & Spec. Events... Austin Williams
 Film Manager... Hull Youngblood
 Publicity Director... Imogene Stanley
 Director of Remotes... Ed Hyman
 Director of Engineering... C. L. Jeffers
 Consulting Engineer... A. D. Ring

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... NARTB
 President, General Manager... S. S. Fox
 Director of TV... John Baldwin
 Commercial Manager... George A. Proval
 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

ABC-CBS-DuM

Channel: 5... AP: 9.6 Kw... VP: 18.4 Kw.
 Owned-Oper. By... Radio Service Corp. of Utah
 Business Address... 145 Motor Ave.
 Phone Number... 5-4641
 Transmitter Location... Union Pacific Bldg.
 Air Time... 52 hours weekly
 News Service... AP, UP

Representative... Radio Sales
 Membership... NARTB
 President... J. Reuben Clark, Jr.
 General Manager... C. Richard Evans
 Dir. TV Operations... D. Lennox Murdoch
 Sales Manager... E. M. Halliday
 Program Director... Wayne Richards
 Promotion Director... Sherrill Taylor
 Dir. of News & Spe. Events... Max Roby
 Production Manager... Alden Richards
 Publicity Director... Sherrill Taylor
 Film Director... Scott Clawson
 Director of Remotes... Wayne Richards
 Chief Engineer... Vincent Clayton
 Consulting Engineer... A. Ring

VIRGINIA

WTAR-TV

NORFOLK—1950

ABC-CBS-NBC-DuM

Channel: 4... AP: 2.124 Kw... VP: 24.248 Kw.
 Owned-Operated By... WTAR Radio Corp.
 Business Address... 720 Boush St.
 Phone Number... 56711
 Air Time... 80 hours weekly
 Transmitter Location... 720 Boush St., Norfolk
 Newspaper Affiliation... Norfolk Newspapers, Inc.
 News Service... AP
 Representative... Pety
 Membership... NARTB, BAB
 Pres., Gen. Mgr... Campbell Arnoux
 Commercial Manager... John W. New
 Sales Manager... Robert M. Lambe
 Prod., Pgm. Dir... Winston Hope
 Pub., Prom. Dir... Fred Lowe
 Director of News... Emileigh Maxwell
 Film Director... Harry L. Nicholas
 Chief Engineer... Dick Lindell
 Consulting Engineer... Jansky & Bailey

WTVR

RICHMOND—1947—NBC

Channel: 6... AP: 6.4 Kw... VP: 12.16 Kw.
 Owned-Oper. By... Havens & Martin, Inc.
 Address... 3301 W. Broad St., P. O. Box 5229
 Phone Number... 5-8611
 Transmitter Location... Staples Mill Rd.
 Air Time... 63 hours weekly
 News Service... Transradio
 Station Representative... Blair TV
 Pres., Gen. Sta. Mgr... Wilbur M. Havens
 Comm. Mgr., Prom. Dir... Walter A. Bowry, Jr.
 Prod., Pgm. Dir... Conrad Rianhard, Jr.
 Dir. of News & Spec. Events... John Shand
 Consulting Engineer... McNary & Wrathall

WASHINGTON

KING - TV

SEATTLE—1948
ABC-CBS-NBC-DuM

Channel: 5.....AP: 3 Kw.....VP: 5 Kw.
Owned-Operated By.....King Bcstg. Co.
Business Address.....Smith Tower
Phone Number.....MUTual 1090
Transmitter Location.....301 Galer
Air Time.....60 hours weekly
News Service.....AP, UP
Representative.....Blair-TV
President.....Henry B. Owens
Sta., Gen. Mgr.....Hugh Feltis
Commercial Manager.....Al Hunter
Program, Publicity Director.....Lee Schulman
Director of Remotes.....Clare Hanawalt
Chief Engineer.....George A. Freeman
Consulting Engineer.....Robert A. Ferguson

President.....Col. J. H. Long
General Manager.....Marshall L. Rosene
(AM & TV)
Comm., Sta. Mgr.....Lawrence H. Rogers II
Program Director.....James H. Ferguson
Promotion Director.....Jack Gary
Dir. of News and Spec. Events..Ronald Miller
Prod. Mgr., Film Dir.....Naseeb S. Tweel
Publicity Director.....Emily Jo Howard
Director of Remotes.....John L. Jiruska
Chief Engineer.....Leroy E. Kilpatrick
Consulting Engineer.....William L. Foss

WISCONSIN

WTMJ - TV

MILWAUKEE—1947—ABC-CBS
NBC-DuM

Channel: 3....AP: 10.2 Kw....VP: 16.1 Kw.
Owned-Oper. By.....The Journal Co.
Business Address.....333 W. State St.
Transmitter Location.....720 E. Capitol Drive
Phone Number.....MARquette 8-6000
News Service.....AP
Air Time.....80 hours weekly
Representative.....Harrington, Righter &
Parsons, Inc.
Membership.....TBA
V.P., Gen. Mgr. of Radio, The Journal Co.
Walter J. Damm
Asst. Gen. Mgr.....L. W. Herzog
Station Manager.....R. G. Winnie
Asst. to the Manager.....George Comte
Asst. to the Mgr.....George Nicoud
Program Manager.....James Robertson
Local Sales Manager.....Neale V. Bakke
Mgr. Radio & TV Engng.....Phillip Laeser
Mgr., Public Service Bcstrs., Prom.
Bruce Wallace
News Editor.....Jack Krueger

WEST VIRGINIA

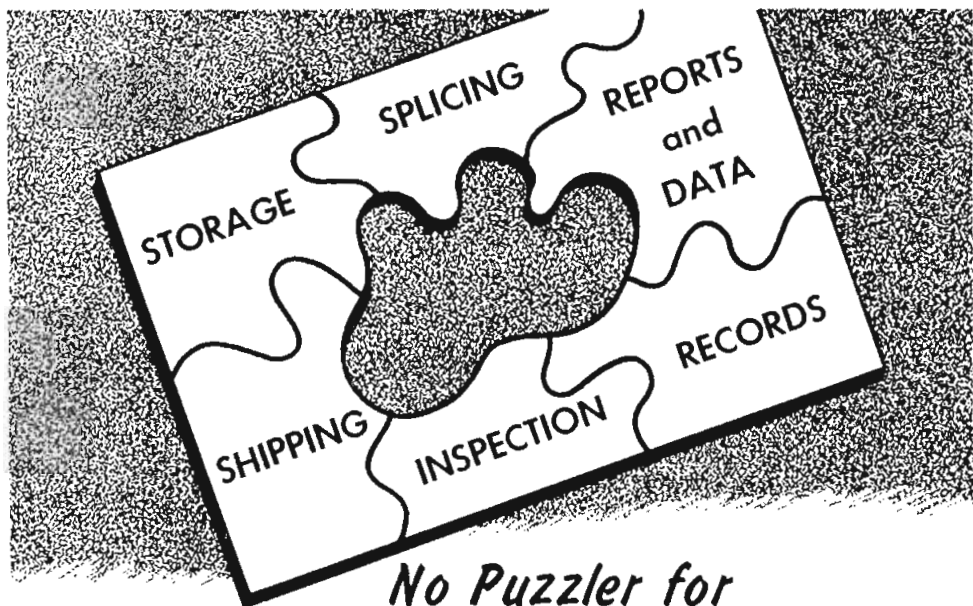
WSAZ - TV

HUNTINGTON—1949
ABC-CBS-NBC-DuM

Channel: 5....AP: 8.5 Kw....VP: 12 Kkw.
Owned-Operated By....WSAZ, Incorporated
Address.....W. Virginia Bldg.
Phone Number.....3-9441
Transmitter Location.....Eighth Street Road
Air Time.....90 hours weekly
Newspaper Affiliation...Huntington Pub. Co.
News Service.....AP
Station Representative.....Katz

WHY IS **AP** THE BEST?

BECAUSE—**AP** is faster, more complete, more
accurate than any other news service.



No Puzzler for TV FILM USERS and DISTRIBUTORS

Whether you're an advertising agency, film producer or distributor, station or network, handling 16mm or 35mm film, don't be puzzled when these and similar questions arise:

Will the film be shipped on time? Are the commercials spliced in properly?

Where can we store surplus film? Where can we consign returned film? Who will examine and repair damages? Who will remove out-dated commercials?

Call Bonded, the world's largest film service organization servicing and shipping over 5,000,000 reels of film yearly for the film and television industries.

Bonded's Television Film Service Division is organized to handle as many film service operations as you require—storage, inspection, shipping, splicing, keeping records and preparing reports and data on all your film—at a nominal fee.

You'll find that Bonded offers the largest film service facilities available anywhere—from storage through screening:

FILM STORAGE—six huge, centrally located warehouses equipped with the latest and best means of protecting film.

PHYSICAL DISTRIBUTION & HANDLING—thoroughly experienced personnel to insure maximum efficiency for both 16mm and 35mm film.

SCREENING—Bonded's *Film Center Theatre* available for day and night 16mm and 35mm screenings.

For additional information, call JUDSON 6-1030.



BONDED FILM STORAGE
CO., INC.

630 NINTH AVENUE, NEW YORK CITY
Judson 6-1030

MEMBER OF NATIONAL FILM SERVICE, INC.

SERVING FILM AND RELATED INDUSTRIES FOR OVER 20 YEARS



TELEVISION FILM PRODUCERS

Personnel



Phone Numbers



Addresses

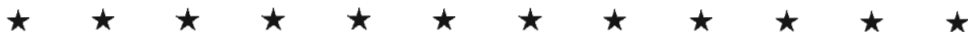


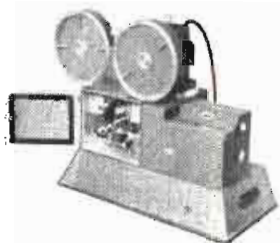
Contacts of 35 & 16 mm. Film Producers



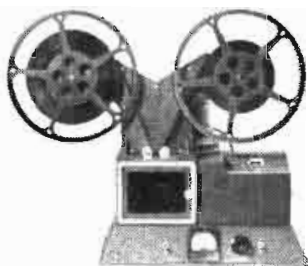
Services Offered

NINETEEN FIFTY-ONE



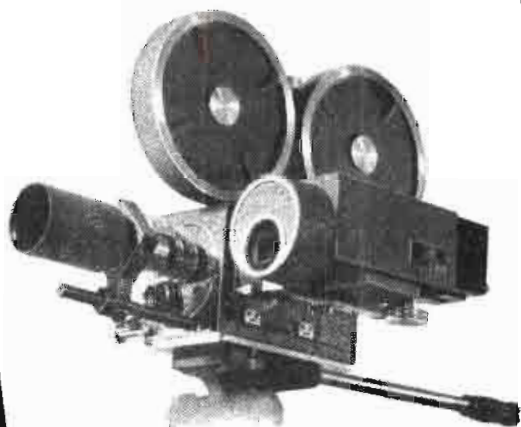


The 16 mm. sound-on-film portable Recording System combines the highest fidelity in 16 mm. recording practice with wide flexibility and simplicity of operation. The system is completely portable and is capable of recording either negative or direct positive variable area and variable density sound tracks.



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
maurer

J. A. Maurer, INC.

37-01 31st ST., LONG ISLAND CITY 1, N. Y.

CABLE ADDRESS: JAMAURER

TELEVISION FILM PRODUCERS

Academy Film Productions, Inc.

123 W. Chestnut St., Chicago 10, Ill.
Phone: MICHigan 2-0128

Pres. & Dir. of Pro. Bernard Howard

Services Offered—Producer of films for television—commercials and shows: Complete planning, writing, producing and directing of all kinds of motion pictures; industrial and educational films: animations; TV consultant to agencies.

A. F. Films, Inc.

1600 Broadway, New York 19, N. Y.
Phone: Circle 7-2850

President Nicolas Bongard
Director Rosalind Kossoff

Services Offered — Distribution of short educational films internationally produced. TV films for distribution in U. S. and Canada.

All-Scope Pictures, Inc.

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 spot 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 35mm. & 16mm. Entertainment, Adventure, Educational, Documentary and Novelty films. Rental and sale of films to sponsors, TV-chains and stations Are Producers of series, titled, Wild Life Pictures. One, two & three reels.

Ambassador Films, Inc.

118 W. 57 St., New York 19, N. Y.
Phone: Circle 7-1900

Pres. & Exec. Producer Eugen Sharin
Secretary Irwin Belenken
Story Editor Steven Vas
Director Leopold Hainisch

Services Offered—Short subjects produced for TV. Exclusive contracts with: Vienna Philharmonic Orchestra, Vienna Choir Boys, La Scala Opera of Milan, Salzburg Marionettes.

American Film Co.

1329 Vine St., Philadelphia 7, Pa.
Phone: WALnut 2-1800

Mgr. Ben Harris
Gen. Sales Mgr. Jack H. Harris

Services Offered—We serve 35 and 16mm. film to TV stations, also cutting, editing, and photographing of events of all kinds. We also handle any form of advertising through the American advertising agency headed by Jack H. Harris at the above address.

Animated Video Films Inc.

1001 N. Vermont Ave., Los Angeles 27, Calif.
Phone: NORmandy 32884

Production Ace Gamer
Direction & Story Dick Huemer
Chg. of Animation Pete Bunness
Chg. of Layouts & Backgrnds. Bob Gribboek
Chg. of Camera dept. Jack Buehre
Chg. of Ink & Paint dept. Betty Brenon

Services Offered — Animated and live action TV films, industrial films, educational films.

Animation House, Inc.

347 Madison Ave., New York 17, N. Y.
Phone: MURray Hill 2-8184

Sales Director Irving Bunnelle
Services Offered—TV Commercials, live action, stop motion, animations, black and white, color, 35mm or 16mm.

Evan J. Anton Productions, Ltd.

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

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

**FROM THE NATION'S
FOREMOST PRODUCERS OF
TELEVISION FILMS**

These Outstanding Packages Now Ready
For Regional and Local Sponsorship

★ *'Front Page Detective'*

Starring Edmund Lowe In A New Series
Of Half-Hour Mystery Dramas

★ *'Buckskin Rangers'*

A New Western Series Filmed Especially
For Video Starring Ray "Crash" Corrigan

★ *'Hollywood Curtain Time'*

Starring Top Hollywood Stars In New Series
Of Half-Hour Original Television Plays

★ *'American Legion Wrestling'*

The Fastest-Paced, Biggest-Name Wrestling
Matches Ever Presented. Hour In Length

★ *'Paradise Island'*

Series of 15-Minute Musicals Packed
With Entertainment For Every Type Viewer

★ *'Television Closeups'*

Series of 5-Minute Programs Jammed
With Subjects of Every Nature

AND MANY OTHER PACKAGES

Jerry Fairbanks, Inc.

NEW YORK

CHICAGO

HOLLYWOOD

• • • **TV Film Producers** • • •

Chg. of Production.....Thomas Craven
 Associate Producer.....David Ahlers
 General Manager.....Carl Ritchie
 Animation Director.....Nicholas Gibson
 Art Director.....John Ployardt

Services Offered—TV commercial films and entertainment films to order. Animated TV 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: MOnument 6-2271

Producer-Dir.....Stephen L. Sharff
 Editor.....Lucille Pelham
 Writer.....Peter Packer
 Prod. Asst.....Bill Shafir
 Cameraman.....Stan Patkowski

Services Offered—TV films and live programs, TV commercials, puppets and stop motion animation.

•
**Associated Artists
 Productions, Ltd.**

4444 Madison Ave., New York 22, N. Y.
Phone: MURray Hill 8-4754

President.....Eliot Hyman

Vice-Pres. & Sales Mgr.....Paul Diamond
Services Offered—Production and distribution of film programs for TV.

•
Atlas Film Corp.

1111 S. Blvd., Oak Park, Ill.
Phone: Euclid 6-3100

President.....K. W. Lineberry
 Vice-Pres. & Gen. Mgr.....L. P. Mominee
 V.-P. Chg. Prod.....Albert S. Bradish
 V.-P. Chg. Sales.....Edward Schager
 V.-P. Chg. Adv. & Prom..Frederick K. Barber
 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

ANNUAL AWARD

★ ★ 1951 ★ ★

For the greatest development
 in the filming of Motion Pictures for Television



The **only** television-controlled multiple film camera system!

Designed to meet today's needs — **greater quality at considerably lower costs.**

Complete facilities, including Animation, **under one roof.**

Films for every purpose! Every budget!



vidicam pictures corporation
motion picture producers

MURray Hill 6-3310

240 East 39th Street, New York 16, N. Y.

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

• • • **TV Film Producers** • • •

Services Offered—Producers of TV commercials and business and education films—black-and-white and color.

•
Bailey Films, Inc.

1133 N. Highland, Hollywood 38, Calif.

Phone: Hillside 7949

President.....Albert R. Bailey
Vice-President.....Delnar 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.)

•
Bengal Pictures

15108 Plummer, San Fernando, Calif.

Phone: Empire 2-1984

Dir. of Photography.....Phil E. Cantonwine
Director.....Robert Derteano
Research.....Cheri Le Blanch
Narration & Story.....Larry Chandler
Narrator.....Perry King
Narrator.....William Udel
Story.....Cheri Le Blanch

Services Offered—TV pictures made to order. TV subjects for sponsors, rent and outright sale.

•
Albert Black Television Prods.

1270 Sixth Ave., New York 20, N. Y.

Phone: Columbus 5-5885-6

Owner.....Albert Black
Services Offered—Live and film package shows for television.

•
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

CINEFFECTS

Incorporated

115 West 45th Street

New York (19), N. Y.

Phone: Circle 6-0951-2-3-4

Television Motion Picture Productions

and

A Complete Service of Technical and Cartoon Animation

Black and White or Color — 16 or 35mm

for

Television, Theatrical and Non-Theatrical Productions

SPECIAL EFFECTS

Maps . . . Inserts . . . Art Titles

Slide Films . . . 35mm Kodachrome Duplicates



E. W. HAMMONS
PRESIDENT

1501 BROADWAY
NEW YORK 18, N. Y.

There Is No Substitute For Know-How

Our Trade Mark, "The Spice of The Program", is known to millions of theatre-goers throughout the world. It has always stood for the finest in screen production.

With the knowledge that television is one of the top industries of our time, this corporation employs men who have the experience, integrity and the know-how of producing films and live shows for the television industry.

Having carefully watched all television programming for the past 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.

Television is going through its growing pains the same as we had in the early stages of motion pictures, legit theatre and vaudeville, and for this reason, we feel that our organization is best suited to fill the very real television need.

If you have a programming problem, we invite you to take advantage of our years of know-how.

TV Film Producers

Dir., Film & Pub. Div....Katharine N. Parker
DeputyLester Schoenfeld
Asst. Pub. Div.....Dorothy Danish
Services Offered — Rental of educational
and documentary sound films.

William F. Broidy Productions, Inc.

4376 Sunset Drive, Hollywood 27, Calif.
Phone: NORmandie 2-9181

President.....William F. Broidy
Vice-President.....Wesley Barry
Treasurer.....Earl Revoir
Secretary.....Barnett Shapiro
Services Offered—We produce films for
television. We will film for others supplying
our motion-picture trained personnel and
know-how, and we package shows.

Al Buffington Productions

6711 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLlywood 9-8367

Sales & Program Mgr...Albert B. Buffington
Chg. Talent & Writing.....James Wilmas
Staging Mgr.....Milford Capman
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.

1600 Broadway, New York 19, N. Y.
Phone: PLaza 7-2098

Partners.....Hugo A. Casolaro,
Milton M. Gottlieb
Services Offered—Not Producers. Services
to producers include: Titling, spot commer-
cials, 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.....Nat Campns
Administrative Asst.....Lee Bobker
Services Offered — Producers of sound
color motion pictures for advertising, indus-
try, public relations, welfare, and business.
Full sound recording studio, film phono-
graphs, sound-on-film, synchronous magnetic
tape recorder, Fairchild disc recorders, etc.
Films to meet every need and every budget.

Capitol Records, Inc. Broadcast Division

Sunset and Vinc, Hollywood 28, Calif.
Phone: HOLlywood 9-8171

General Manager.....Clifford E. Ogden

FOR
DISTINCTIVE TV FILM COMMERCIALS

ANIMATION HOUSE, INC.

LIVE ACTION • STOP MOTION • ANIMATIONS
BLACK and WHITE • COLOR • 35mm OR 16mm
SHOWS ON FILM

Living Samples:

- KOOLS
- VICEROYS
- SPEIDEL
watch bands
- LEE HATS
- CHARMS
- PHILCO
- RONSON
- MEMORY BOOK
- PALMOLIVE
- FLEXALUM
venetian blinds
- SYLVANIA
TV sets
- WONDERBREAD

EDWIN REHBERG, *Executive Director*
IRVING BUNNELLE, *Director of Sales*

347 MADISON AVE. MURRAY HILL 2-8184

N. Y. 17, N. Y.

TV Film Producers

Program Dir.....Kenneth Nelson
 Office Manager.....Larry A. Robbins
 Eastern Rep.....Alvin King
 Southern Rep.....William Stubblefield
 Western Rep.....Jack Barton
Services Offered-Producers and distributor-TV film programs and 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.

China Film Enterprises of America, Inc.

11 W. 42nd St., New York 18, N. Y.
 Phone: LO 5-6840

President.....H-sing-Ching Weng
 Vice-Pres.....W. M. Choue Seto
Services Offered-Rent and produce 16mm. short films for TV purposes.

Christian Films

625 No. Mansfield Ave., Hollywood 36, Calif.
 Phone: YOrk 1783

Prod. Dir....Rev. H. K. Basbach, B.D., A.B.
 Dir. of Photography.....Grant H. Stone
 Musical Dir.....Eddison Von 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. (Affiliated with Vonna Records).

Cineffects, Inc.

115 W. 15 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

VIDEO VARIETIES CORPORATION

films for **TELEVISION**
Business Films . . . Slide Films

Current Program Production

General Mills, Inc.

Betty Crocker Series

2 complete half-hour film programs weekly

TV commercials produced for:

Argus Cameras
 Auto-Magic Picture Gun
 Benrus Watches
 Burnett's Instant Pudding
 Borden
 Bulova
 Conformal Shoes
 Dolcin

Father John's Medicine
 Forstner Key Chains & Bracelets
 General Electric
 General Foods
 General Mills
 Gulf Gasoline
 Hinds Honey & Almond Cream
 Mastic Tile
 New York Times

Olsen Products
 Pall Mall Cigarettes
 Schlitz Beer
 Seidenberg Cigars
 Spot The Sponsor
 Vaseline Hair Tonic
 Westinghouse
 Whelan Drug

Since 1952, owners and operators of **West Coast Sound Studios, 510 West 57th Street, New York**. Most complete motion picture production facilities in the East for television and business films. Skilled union crews. Expert cameramen. Sound recording. Editing. Print shipment service.

VIDEO VARIETIES CORPORATION

41 East 50th Street, New York 22, N. Y.
 Murray Hill 8-1162

TV Film Producers

Camera Dept. (Chief).....H. H. Seiden
 Prod. Supervisor.....H. Bloom
 Electrical Dept.....James Pratt
 Construction Dept.....R. Peterson
 Editing Dept.....Ruth Gordon
 Script Dept.....Matilda Blumberg
 SalesM. Gordon

Services Offered—Complete studio with both 35mm and 16mm camera and sound equipment. Also lighting and location facilities.

Cinescope Films

42-45 160th St., Flushing, N. Y.

Phone: FLushing 8-1935

PresidentGeorge L. George

Services Offered—Industrial, documentary, theatrical and TV films to order.

Cinetel Corp.

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

Phone: JUdson 2-4813

PresidentEd Woodruff

Services Offered—TV films.

Cine-Tele Productions

1161 No. Highland Ave., Hollywood 38, Calif.

Phone: Hillside 7475

Executive ProducerHarry J. Lehman

SecretaryJacques R. Lehman

CamermanDanny Rouzer
 Film EditorChas. Van Eng, Jr.

Services Offered—Producing films for television, film commercials, color films, semi-animation and producer services. Lab. services.

Cineque Colorfilm Labs, Inc.

424 E. 89th St., New York, N. Y.

Phone: SAcramento 2-5837

PresidentSam Marcus

SecretaryEdward London

Lab. Mgr.....Oscar Fagin

Services Offered—Creators and producers of slides, slide films, color or black and white. Processing, supplicating, 16 and 35mm film—color prints—color transparencies—originals shot or duplicated.

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.

Seaboard

STUDIOS, INC.

157 EAST 69TH ST., NEW YORK 21, N. Y.

REGENT 7-9200

presents . . .

The Largest, Fully-Staffed, Most Completely Equipped

INDEPENDENT SOUND STUDIOS

in Manhattan . . .

for the production of TV Commercials, Business and Entertainment Films,
 Sound Slide Films, and Convention Shows and Playlets!

THREE STAGES

10 minutes from Grand Central and Radio City,

15 minutes from Times Square.

Outlines, estimates and names of satisfied agencies and
 advertisers supplied on request.

SEABOARD STUDIOS, INC.

157 East 69th St., New York 21, N. Y.

Phone: REgent 7-9200

Commonwealth Film & Television, Inc.

723 Seventh Ave., New York 19, N. Y.
Phone: Clevele 5-6456

President.....Mortimer D. Sackett
Vice-President.....Jerome S. Hyams
Treasurer.....S. Sackett
Secretary.....A. Goldstein
Services Offered—TV producers and distributors.

Courneya Productions

1566 North Gordon, Hollywood, Calif.
Phone: Granite 5920

Owner-Producer.....Jerry Courneya
Production Mgr.....James Fleming
Scripts.....Larry Clemons
Editor (Film).....Ernie Leadley
Services Offered—Novelty, Sport, Comedy, Short Subjects, Sponsor Tailored Films and Commercials.

Crafton Brothers, Inc.

3210 W. Lawrence Ave., Chicago, Ill.
Phone: Juniper 8-0396

President.....David M. Crafton
Secretary-Treas.....Lou Crafton
Services Offered—TV stills, shorts and commercials.

Bing Crosby Enterprises, Inc.

9028 Sunset Blvd., Los Angeles, 10, Calif.
Phone: Crestview 4-1171

Dir. of TV Sales.....Charles B. Brown
Services Offered—Package programs, production, TV sales.

Crystal Pictures, Inc.

1561 Broadway, New York 18, N. Y.
Phone: Plaza 7-1530

President.....Melvin M. Hirsh
Services Offered—TV films, rentals.

D. P. M. Productions, Inc.

62 W. 15th St., New York 19, N. Y.
Phone: MU 2-0040

President.....Dorothy P. Maudsby
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.

**TRY POST
FOR BETTER
TV FILMS**

SEND TO DEPT. RD 51 FOR OUR FREE
LIST OF FEATURES AND SHORTS AVAILABLE FOR TELEVISION



KEEP POSTED WITH . . .

POST PICTURES CORP.
115 W. 45th St., New York 19, N. Y.

• • • **TV Film Producers** • • •

De Frenes Co.

1909 Buttonwood St., Philadelphia 30, Pa.
Phone: RIttenhouse 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

ManagerBill O'Halloran
Asst. Mgr., TV Dept.....Ralph Bowen
ProductionJack Terry
Services Offered—Production of live and filmed TV shows.

Dephoure Studios

782 Commonwealth Ave., Boston 15, Mass.
OwnerJoseph 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

PresidentJohn Hans
Vice-PresidentLadson Butler
Associate ProducerMurray 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.

Dryer & Weenolsen Productions

57 W. 58th St., New York 19, N. Y.
Phone: PLaza 5-5998

OwnerSherman H. Dryer
Vice-Pres.Robt. Weenolsen
Services Offered—TV films, commercials. Live radio & TV programs.

The Jean Dubois Company

927 21st St., Denver 2, Colo.
Phone: East 8122, Main 5401

Owner, Gen. Mgr.....Jean M. F. Dubois
SecretaryLillian E. Dubois
Photographer.....Edmund Cooper
Services Offered—TV Shorts, Newsreels, Commercial Shorts, complete TV films, excepting cartoons and animation.

Mr. Producer
**IF IT'S SOUND
IN THE EAST
...IT'S REEVES**

That's the opinion of hundreds of producers using Reeves facilities.



REEVES SOUND STUDIOS, INC.

304 EAST 44th STREET • NEW YORK 17, N. Y. • OREGON 9-3550

The Largest Sound Service Organization in the World.

RCA Licensee

Western Electric Licensee

TV Film Producers

Dudley Pictures Corp.

9903 Santa Monica, Beverly Hills, Calif.,

Phone: CR 1-7258

591 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. Norman Soffern,
 Ernest Hook

Printing Dept. Joe Ranc, Manuel Chaidez
Services Offered Producers of color commercial, theatrical and TV films -Releasing "This Land of Ours" and "This World of Ours," "Classroom Quiz," "International Detective," etc.

**Educational Films Corp.
of America**

1501 Broadway, New York 18, N. Y.

Phone: Pennsylvania 6-1780

President Earl W. Hammons
 Production Jack Caldwell
 Script Roy McCune
 TV Script. Henry Marcuse

Services Offered Films for theatrical re-

lease, for educational purposes, television shows live or on film. Producing on the West Coast and in New York.

Emerson Film Corp.

c/o Republic Studios

1024 Radford Ave., No. Hollywood, Calif.

Phone: Sunset 2-4121

Producer-Director Walter Colmes
 Assoc. Prod., Film Editor Jason Bernie
 A.P. Product Development Donald Hoffman
 General Sales Manager William Norins
 Story Editor Russ Burton
 Cameraman Walter Strenge

Services Offered Complete production for TV, Educational, and Feature Films. Currently producing films for Encyclopaedia Britannica Films, and TV Films for Union Television Corp.

Endorsements, Inc. (TV)

9172 Sunset Blvd., Hollywood 16, Calif.

Phone: Crestview 6-1272

500 Fifth Ave., New York 18, N. Y.

Phone: Chickering 4-7257

President (N. Y.) Jules Alberti
 Vice-Pres. Dr. Harold S. Wadro
 Sec.-Treas. Hazel P. McCabe
 Chg. Prod. William C. Burton

van praag productions

TELEVISION
 COMMERCIAL and THEATRICAL
 MOTION PICTURES

QUICK, EFFICIENT, IMAGINATIVE
 AND
 DEPENDABLE SERVICE

1600 BROADWAY

N. Y. 19, N. Y.

PLAZA 7-2857

TV Film Producers

V.-P. (W. Coast).....Stella Ross
Services Offered—Endorsements and testimonials live and film for TV.

Excelsior Pictures Corp.

723 Seventh Ave., New York 19, N. Y.
 Phone: Circle 5-6157

PresidentWalter 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
Services Offered—We offer package film shows for TV use.

Jerry Fairbanks, Inc.

6052 Sunset Blvd., Hollywood 28, Calif.
 Phone: HUdson 2-1101

157 E. 69 St., New York 21, N. Y.
 Phone: TRafalgar 9-3352

Chmn. Bd. of Dir.....Frank E. Mullen
 Pres. & Exec. Prod.....Jerry Fairbanks
 V.P. in Chg. Sales.....William Gernannt
 V.P. in Chg. East. Prod....Robert Lawrence
 Production Manager.....Herbert Multon
 E. Production Mgr.....George Justin

Production Supervisor.....Arnold Wester
 E. Production Coord.....Margery Luce
 Scenario Dept. Head.....Lou Lilly
 E. Chief Film Editor.....Richard Meyer
 E. Studio Manager.....Louis Mucciolo
 E. Asst. Studio Mgr.....George Harrington
 Musical Director.....Edward Paul
 Publicity Director.....Reavis Winckler
 Art Director.....Oscar Yerg
 Casting Director.....Ken Dyson
 Sound Director.....Lawrence Aicholtz
 E. Scenic Designer.....Adolf Aldrich
 E. Chief Accountant.....Philip Kornblum
Services Offered—Producers of all types of films for television, including package programs, agency shows, spot announcements, and special featurettes. Also commercial and theatrical motion picture producers.

Federated Television Productions, Inc.

41 E. 41st St., New York 17, N. Y.
 Phone: MUrray Hill 2-7125

President.....Hubert V. Chain
 Vice-President.....William Haussler
 SecretaryRobert Bell
 Treasurer.....John Nickerson III
 Asst. to Pres.....Mabel C. Haeberly
Services Offered—Custom built video film programs and commercials—filmed in our



W. K. HEDWIG

Your Assurance of
QUALITY

Because of the sound foundation on which the name of HEDWIG has been built, the trade may be assured of integrity and dependability.



G. W. HEDWIG

FILMS FOR TELEVISION

SOUND AND SILENT FILMS IN 35MM AND 16MM

Telecass's selection includes dramas, sports, musicals, travel, cartoons, comedies, religious, short and feature subjects and educational studies.

INFORMATION AND PRICES ON REQUEST

TFI-TV

* * TELECAST FILMS INC.

112 W. 48th Street

New York 19, N. Y.

JUdson 6-5480

• • • **TV Film Producers** • • •

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
10 E. 40th St., New York 16, N. Y.
Phone: Murray Hill 9-4268

President-Director.....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 N. Highland Ave., Hollywood 38, Calif.
Phone: Hollywood 9-5300

Business Mgr.....Charles Leed
Sales Mgr.....Gilbert Scott
Engineer.....Albert Ferriot
Production.....Virgil St. Claire
Services Offered Specialized 35mm and 16mm laboratory services for motion pictures and television. Special effects, blow-ups, enlargements, color release printing, slide film duplication experimental projects.

●
Film Equities Corp.

1501 Broadway, New York 8, N. Y.
Phone: Longacre 4-3231

President.....Arthur A. Mayers
Secretary.....Sydney A. Mayers
Treasurer.....Martin Mermelstein
TV Director.....C. Lazar
Services Offered Film producers, open end films, feature films, educational shorts, cartoons, sport reels, serials, series films, special spots featuring top name personalities.

●
Film Makers, Inc.

1600 Broadway, New York 19, N. Y.
Phone: REgent 7-7519

President.....J. H. Lenauer
Services Offered TV film production.

●
Films For Industry, Inc.

135 W. 52nd St., New York 19, N. Y.
Phone: PLaza 3-2800

Pres., Prod. Mgr.....Joseph McCaffery
V.P. in Chg. Sales.....Brewster Righter
Services Offered TV packaging, commercials, sound studios, animation, stop motion.

●
Films of the Nations, Inc.

62 W. 5th St., N. Y. 19, N. Y.
Phone: Murray Hill 2-0910

Pres.....Henry M. Moolman
V.Pr.....Binger Nordholm, Jos. P. Bourdrez

*Most people
like our TV
Commercials.*

**WILBUR STREECH
PRODUCTIONS**

JUDSON 2-3816
1697 BROADWAY
NEW YORK 19, N. Y.



Visual Media, Inc.

*A creative organization
in all types of visual
media to meet specific
advertising, training and
public relations needs.*

17 EAST 45th ST. MURRAY HILL
NEW YORK 2-2060

• • • **TV Film Producers** • • •

Treasurer Henry Pillichody
 Secretary William Rosenfeld
 Exec. Dir. Maurice T. Groen
Services Offered—Producers and distributors of 16mm. sound films, color or black and white, featuring films made for foreign governments, showing their countries, people, industries, handicrafts, history and culture.

●
**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

Exec. Producer Harry Wayne McMahan
 Production Dir. Chet Glassley
 Technical Dir. Taylor Byars
 Dir. Creative Copy Charles F. Chaplin
 Casting Judy McMahan

Secretary-Treas. Bernice C. McQuown
Services Offered—In business ten years, Five Star Productions work in the five audiovisual fields; Radio Productions (“Sons of the Pioneers,” “Barnyard Jamboree” transcribed); motion pictures—short subjects and institutional commercials; TV film spots (40 per cent of all local and regional advertisers); slide films and animatic films.

●
**Hardie Frieberg Television
 Enterprises, Inc.**

270 Park Ave., New York 17, N. Y.
 Phone: MURRAY Hill 8-0230

President Hardie Frieberg
 Treasurer Bernard Samuels
 Secretary Fluff Blome
Services Offered—Program production, talent, live and film TV programs.

●
Gainsborough Associates
 (See Program Producers)

●
Gallagher Films

111 S. Washington St., Green Bay, Wis.
 Phone: Adams 2554

President J. C. Gallagher
Services Offered—TV film production, recording and talent.

DISCARDED:
**The Law of Chance
 and Probability**

Quality film production demands an integrated, experienced organization as offered by Dynamic Films:

- ✓ technical leadership
- ✓ original scripts and story boards
- ✓ two sound stages
- ✓ complete recording and re-recording on synchronous tape, disc and film
- ✓ editing and editing facilities
- ✓ animation department
- ✓ casting and rehearsal
- ✓ comfortable screening rooms
- ✓ distribution and exhibition supervision
- ✓ scientific audience testing

dynamic films, inc.

A Complete Production and Visual Aids Service
 112 W. 89th St., N. Y. C., TRafalgar 3-6221

**TAYLOR
 PRODUCTIONS
 INC.**

GORDON VAN DOVER, Pres.

Spots — Transcriptions

Now Selling

- “Tom, Dick & Harry”
- “Chuckwagon Jamboree”
- “Strange Wills”
- “Taylor-Made Spots”

6700 Sunset Blvd.
 Hollywood 28, Calif.
 HU. 2-1089

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.

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

Phone: PLaza 9-8170

President William Van Praag
 Vice-President Otto H. Sutter
 Secretary Nancy Gould
 Sales Mgr. Arthur Otto

Services Offered—Industrial films, slide films, TV commercials.

General Film Prod Corp.

25 W. 15th St., New York 19, N. Y.

Phone: LUxemburg 2-1700

Manager Elbert S. Kapit
Services Offered—TV films, rentals.

General Television Enterprises, Inc.

6331 Hollywood Blvd., Hollywood 28, Calif.

Phone: GL 4136

President..... Gordon W. Levoy
 Vice-President..... Edith C. Levoy
 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 sale distribution.

General Television Corp.

1501 Broadway, New York 18, N. Y.

Phone: LOngacre 4-8234

TV Director..... Robert H. Wormlaudi

Services Offered—Educational shorts nature study shorts.

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.

Serving
 the best
 in film fare
 to stations
 everywhere!

Television Film Booking Office
PRODUCERS REPRESENTATIVES

Incorporated

1270 Avenue of the Americas

New York 20, N. Y.



- IMAGINATION
- COOPERATION
- SELF CONTAINED FACILITIES

Three **V**irtues
 that can assure
 the success of
 your

TELEVISION FILMS

Ted NEMETH Studios

729 Seventh Ave., N. Y. 19, N. Y.

Circle 5-5147-48

Guerin Enterprises, Inc.

427 N. Euclid Ave., St. Louis 8, Mo.
Phone: Rosedale 5592

President.....Fort B. Guerin, Jr.
Vice-President.....Thomas J. Shands
Produc. Mgr.Jerome J. Kleiman

Services Offered—Television and commercial movies. New process color and sound for TV. News service in movies and around the country location shooting for TV, also feature length movies.

Hack Product ons

535 N. Laurel Ave., Los Angeles 48, Calif.
Owner

Herman Hack
Services Offered—This series features The Frontier Parson, Herman Hack. They are youth program films, mostly for churches and schools. They are sold on lease fee and the retmals are handled by Film Rental Libraries. TV write for details.

Hafner-Vetter

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 11, Mich.
Phone: TR-5-2450; N. Y. Phone: CO 5-7144

PresidentJamison Handy
Executive Vice-Pres.....Oliver Horn
V.-P. Training Devices.....John Campbell
V.-P. Service Devel.....Everett Schafer
V.-P. Sales Devel.....George B. Finch
V.-P. Automotive Contacts...Wm. G. Luther
SecretaryAvery W. Kinney
TreasurerAllan E. Gadelman
Dir., Pub. Impressions.....Anne Jioffre
Washington Repr.Harry C. Watts
Contact (TV)William Uskali

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

PresidentBob 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 commer-

**Most Modern, Up-to-Date Studios,
Completely Equipped**

LIP-SYNC SHOOTING

1750 sq. ft. stage area, lighting equipment, stock sets, flats and props, dressing rooms.

Control Room, 16mm Maurer Recording Channels & Re-Recording Facilities, Fairchild sync-disc recorders & playbacks.

COMPLETE PRODUCTION CREW • MAURER CAMERA EQUIPMENT
ALL SHOOTING ACCESSORIES

Serving: Colgate-Palmolive-Peet, Viceroy Cigarettes, Barbasol

MANNON SOUND STAGES

112 WEST 89th STREET, NEW YORK, N. Y. TRafalgar 3-1800

TV Film Producers

cial, TV Art Service for commercials, titles, sets, and production design.

Hawley-Lord, Inc.

316 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-3750

President Andre Lord
Secretary Gordon Shadwick
Treasurer Lewis Abbott
Services Offered One reel sports and nature study short subjects available for TV rental through Sterling TV Co., Inc.

Sam Hayes Productions

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLlywood 9-1584
New York Office: Claude Barrere,
Phone: MURray Hill 6-0238

Pres. & Gen. Mgr. Sam Hayes
Sales Director R. A. Carmichael
Sec. Treas. June H. Buller
Services Offered Producers of short subjects and commercials for television on 16mm film. Currently marketing: "A Family Quiz," Christie Comedies.

Leslie Helhena

932 N. La Brea Ave., Hollywood 38, Calif.
Phone: GRAnite 3174

Owner-Producer Leslie Helhena
Services Offered - Complete production facilities for filming spot announcements-open end commercial and entertainment films.

Hile-Damroth, Inc.

320 Broadway, New York 7, N. Y.
Phone: WO 4-2478

President James L. Hile
Services Offered One-minute video commercials live or semi-animation.

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

7934 Santa Monica Blvd., Los Angeles 36, Calif.
Phone: WHitney 9015

Producer Paul L. Hoefler
Business Manager E. M. Bennett
Secretary Kay Buxton
Services Offered - Furnish one and two reel films of adventure, travel and special

STERLING

is the

LARGEST

Distributor of

TELEVISION

SHORT SUBJECTS

in the World!

See the new

2000 Title

Sterling Television Catalog

STERLING TELEVISION CO., INC.

316 West 57th Street - New York 19
JUdson 6-3750, 1, 2

ROYAL FILM EXCHANGE

LARGEST STOCK LIBRARY
IN THE WORLD

MAJOR RELEASES
AVAILABLE FOR

TELEVISION

1550 Cross Roads of the World
Hollywood, Calif.

Phone: Hempstead 3173

interest topics through our New York agent,
Zach Bayn Films.

Lucille Hudiburg Productions

131 E. 51st St., New York 22, N. Y.
Phone: EL 5-3508

ProducerLucille 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. Sniffu," is currently on WJZ-TV each Saturday 2:05 P.M

Impact TV Films

1153 N. Highland Ave., Hollywood 38, Calif.
Phone: Hollywood 9-5808

ManagerAlbert W. Hellenthal
Services Offered—TV film production.

**IMPS, Inc. International
Movie Producers' Service**

515 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-6620

President, Producer, Dir.....Ben Gradius

Supervising Editor.....Jean Oser
Production Supervisor.....Walter Sachs
Services Offered—IMPS produces documentary, commercial TV spots, and industrial films. 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, titled: "World Glimpses with Julian Bryan."

**International Geographic
Pictures**

1776 Broadway, New York 19, N. Y.
Executive-Pres.J Allen Julier
Services Offered—Producers of educational motion pictures.

Tele-Craft
Film Editing Service

A Film Editorium with
Completely Equipped
Cutting Room

Competent Personnel

Serving The Television
And Motion Picture Field

**A FEW OF THE ACCOUNTS WE ARE
SERVICING**

CHEVROLET	DUMONT TELEVISION
KOOL	CELANESE CORP.
TINTAIR	CHASE & SANBORN COFFEE

Maxwell S. Seligman
729 Seventh Avenue, New York 19, N. Y.
Tel. Circle 7-6606

BACKGROUNDS UNLIMITED

For Economy and Efficiency in
LIVE OR FILM TV

TELEFEX

GIANT SCREENS AND PROJECTORS
PROVIDE

**STILL - MOVING - SPECIAL
EFFECTS BACKGROUNDS**

BY REAR SCREEN PROJECTION

PIONEERED BY ABC
COAST TO COAST

**AVAILABLE TO SELECTED
STATIONS**

A Sure Cure for one of
TV's Biggest Headaches
Get BETTER EFFECTS With



New York Rep. 5732 SUNSET BOULEVARD
Audio-Video Hollywood 28, Calif.
PL. 7-0780 Phone: Hollywood 9-6211

TV Film Producers

International News Service

235 E. 45th St., New York, N. Y.
Phone: MU 7-8800

Mgr. INS-INP TV Dept. Robert H. Reid
Services Offered—In association with Tele-news Productions: Daily, weekly, sports newsreels; Also film features; INP photos; INS leased wire; Projectall halopticon.

International 16mm. Corp.

(See Program Producers)

International Tele-Film Productions, Inc.

331 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-9116

President Paul F. Moss
Services Offered—TV live and film package shows, recordings, talent.

Jason Comic Art

180 Lexington Ave., New York 17, N. Y.
Phone: PLaza 3-9370

Director Leon Jason
Services Offered—TV film, production, talent, puppet design.

Junior Programs, Inc.

22 Lawrence St., Newark 5, N. J.
Phone: Market 3-0770

Pres. & Exec. Dir. Dorothy L. McHadden
Asst. Director Cecile Sherman
Services Offered—Package shows for children's audiences, also scripts, and consultant service for TV.

Bernard E. Karlen Productions

270 Park Ave., New York 17, N. Y.
Phone: PL 9-3107

Exec. Producer Bernard E. Karlen
Vice-Pres. Roland N. Karlen
Services Offered—Package program, both film and live. Production consultant, supply film clips for integrated shows, commercials and scripts.

Roger Kay Enterprises, Inc.

666 Fifth Ave., New York 19, N. Y.
Phone: MU 8-2164

Executive Producer Roger Kay
Agency Contact Ben Marquand
Legal Counsel Miller & Miller
Services Offered—Creators, producers, packagers of TV and radio programs, live, transcribed, and film. Consultants on programming, TV show doctoring, Commercials.

Victor Kayfetz Productions

130 E. 56th St., New York 22, N. Y.
Phone: MUrray Hill 8-1707

Executive Prod. Victor E. Kayfetz

Staff Director Col. Hia Tolstoy
Sales Manager John D. Flanagan
Prod. Consultant Rudy Vallee
Story Dept. Dir. Elliott Curtiss
Animation Dir. Wm. L. Steinel

Services Offered—Victor Kayfetz Productions produces motion pictures: TV program series, TV program films (filler material), TV commercial spot films. We own complete 16mm. and 35mm. production equipment and are staffed by experienced film, stage, and radio personnel. Animated motion pictures.

Herbert Kerkow, Inc.

180 Lexington Ave., New York 17, N. Y.
Phone: ELdorado 5-0683

President Herbert Kerkow
Services Offered—TV films.

F. W. Kline Productions, Inc.

8445 Melrose Ave., Hollywood 16, Calif.
Phone: MU 2361

President Fred W. Kline
Exec. Vice-Pres. Leonard Shane
Gen. Oper. Mgr. Robert S. Howell
Asst. Gen. Operations Mgr. Barton Fellowes
Comptroller Louis Most
Services Offered—Complete television and radio, film and live program packaging. Origination of program, and production services are available. Film production includes total service from idea to completed film.

Kling Studios, Inc.

601 N. Fairbanks Court, Chicago 11, Ill.
Phone: Delaware 7-0100

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 production 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.

1320 Edgecliff Dr., Los Angeles, 26, Calif.
Phone: Normandy 19536

President & Gen. Mgr. Albert E. Lang
V.-P. & Secretary Olga Haney

TV Film Producers

Services Offered—Complete TV film service. Writing, producing, distributing TV commercial films. Shows packed and exploited “live” or filmed. Radio-TV programs transcribed and packaged. National distribution service.

Larsen Television Picture Corp.

Studios: 3177 N. Broadway, Chicago 14, Ill.
Phone: GRaceland 7-2673

Pres., in Chg. of Prod...Wm. Burton Larsen
SecretaryL. Z. Larsen
TreasurerF. Wallace
West Coast Producer.....Seth B. Larsen

Services Offered—We create and produced 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.

Gene Lester Productions

1487 N. Vine St., Hollywood 28, Calif.
Phone: Hillside 7287

Producer-DirectorGene Lester
Charge of Tech. Pers.....John S. Nash
Comptroller-Office Mgr....Charles O. Cross
Asst. Charge of Prod.....Martin Sperber
In Charge of Still Dept.....Gahor Rona

Services Offered—Production of Hollywood on the Line, for CBS-TV (Our own package). Production of TV Commercial spots. Consultant to other TV film producers.

Libra Film Distributors & Producers

6525 Sunset Blvd., Hollywood 28, Calif.
Phone: GL 7960; HE 1161

PresidentMiss Loy Lester
V.P., in Ch. of Prod....Charles M. McCoy
Sec.-Treas.M. Briese
Exec. DirectorC. Mandell
Exec. ProducerCharles M. McCoy
Exec. ProducerJohn Leslie Hamilton
Exec. ProducerWilliam Troiano
Exec. ProducerMiss Loy Lester

Services Offered—Extensive TV Film Production and Distribution. Complete professional Major Studio Facilities, Classifications—Technical, Advertising, Education, Public-Relations, Documentary Films. Pilot Films complete (series). Live Show scripts available (series).

Lion Television Pictures Corp.

(See Educational Films listing)

1501 Broadway, New York 18, N. Y.
Phone: PEnnsylvania 6-1780

President.....E. W. Hammons
Vice-Presidents.....Neil F. Agnew,
Robert M. Savini

Treasurer.....Charles L. Casanave
Secretary.....T. Newman Lawler

Services Offered—Financing TV shows and packages. Offering to TV stations packages of 13 Handy Andy episodes of 12½ minutes each.

Bob Loewi Productions, Inc.
(See Program Producers)

Loucks-Norling Studios

245 W. 55th St., New York 19, N. Y.
Phone: CO 5-6974

PartnersJ. A. Norling & Wil Marcus
Services Offered—Produce TV commercials—live action photography, cartoon animation, stop motion and special effects.

Mannon Sound Stages

112 W. 89th St., New York, N. Y.
Phone: TR 3-1800

Owner, Gen. Studio Mgr....James Pagliaro
Sound Eng.....Larry Mezey
Services Offered—Sound studios for rental for TV pictures.

Master Motion Pictures Co.

50 Piedmont St., Boston, Mass.
Phone: HA 6-3592

Motion Picture Stages, Inc.

Complete Facilities for
Motion Picture Production

- STAGE 1 — 35 x 55'
- STAGE 2 — 40 x 75'
- 35MM. CAMERA and SOUND EQUIPMENT
- INTERLOCK PROJECTION FOR DAILY RUSHES

Serving: March of Time, Louis De Rochemont, Roland Reed, Sarra, Inc., Leslie Roush, Transfilm, Archer Prod., etc.

3 East 57th Street PLaza 3-4840
New York, N. Y.

TV Film Producers

President Maurice Master
 Studio Mgr. Wilbert Hanson
 Production Mgr. Irving Ross
Services Offered—Industrial film producer, TV film commercials, film processing 16mm. and 35mm. film.

Mercury International Pictures, Inc.

1115 Coast Blvd., Corona del Mar, Calif.
Phones: Harbor 1212; Zenith 6009, L.A.
 President V. E. Ellsworth
 230 E. Ohio St., Chicago, Ill.
 Walter B. Wentzel—Del. 73934
 803 Fischer Studio Bldg., Seattle, Wash.
 Wm. E. McKee—Seneca 2788
Services Offered—Complete production of films for television from script to final print including mediums of animation, puppet animation, live action, live sound in 16mm and 35mm.

Charles Michelson, Inc.

23 W. 17th St., New York 19, N. Y.
Phone: Plaza 7-0695
 President Charles Michelson
 Divisional Sales Mgr. Sidney Guber
Services Offered—Already produced OPEN-END TV FILM SERIES "CAPSULE MYSTERIES," "PARADOX," "CLUB CELEBRITY" for local station use. Gennett and Speedy-Q Sound Effect Libraries.

Carlton E. Morse Productions

1500 N. Vine St., Hollywood 28, Calif.
Phone: Hollywood 9-6161
 President Carlton E. Morse
Services Offered—TV film programs, production.

Motion Picture Productions Inc.

(See Program Producers)

Motion Pictures Stages, Inc.

3 E. 57th St., New York 22, N. Y.
Phone: PLaza 3-4840
 President C. F. Vetter, Jr.
 V.P. Chg. Spec. Prod. Burgess Meredith
 Vice-President Max Kreindler
 Vice-President Barrett Gallagher
 Treasurer Martin L. Scott
 Secy. Gerald Margolis
 Tech. Supervisor Victor H. Komow
Services Offered—Complete motion picture production facilities, two sound stages, 35 ft. x 55 ft. and 10 ft. x 75 ft., 35 mm camera and sound equipment, interlock projection, etc. Mobile equipment and personnel for location production.

Movie Advertising Bureau

70 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 6-3717
 Manager J. F. Barry
Services Offered—TV films.

Murphy-Lillis Productions, Inc.

59 Park Ave., New York 16, N. Y.
Phone: MUrray Hill 6-2112
 President Owen Murphy
 Vice-Pres. & Treas. James M. Lillis
 Production Chief Elwood Siegel
 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 Pictures, Inc.

5716 Sunset Blvd., Hollywood 28, Calif.
Phone: GR 7336
 N. Y. *Phone:* HU 2-7111
 Vice-Pres. Edward Nassour
 President William Nassour
 Secretary W. Lloyd Laumann
Services Offered—TV film shows.

Nation Wide Television Corp.

1501 Broadway, New York 18, N. Y.
Phone: LOngacre 1-8234
 President Irvin Shapiro
 Secretary A. Exelberth
 Treasurer M. Mermelstein
 TV Director Robert H. Wornhardt
Services Offered—Feature films, streamliners.

Nelson Productions, Inc.

(See Program Producers)

Ted Nemeth Studios

729 7th Ave., New York 19, N. Y.
Phone: CIrcle 5-5117-3
 Production Director Ted Nemeth
 Art Dir.—Dir. M. E. Bute
Services Offered—Producers, distributors of film made specifically for TV producer of TV film spots and commercial films.

Official Films

Ridgefield, N. J.
Phone: MOrsemere 6-8122
 President Aaron Katz
 Sales & Advtg. Mgr. Jack Stewart
Services Offered—16 mm. shorts, cartoons, sports, streamline features, adventures and musicals.

Official Television, Inc.

25 W. 45 St., New York 19, N. Y.
Phone: LUxemburg 2-1700

President Aaron Katz
Exec. Vice-Pres. Alex Rosenman
Services Offered—Distributors of films to TV, also package producers.

Newsreel Service

5 Centre Market Place, New York 13, N. Y.
Phone: CAnal 6-3284

Production Manager.....Howard Smythe
General Manager.....Charles Beckman
Chief Cameraman.....Larry Racies
Services Offered—Complete multi-camera and TV commercials, film inserts for live TV, sound and silent for 35 mm.

Olio Video Television Productions

131 W. 52nd St., New York 19, N. Y.
Phone: JUdson 6-0874

DirectorHarvey Cort
Services Offered—TV live and film production, film library of western and feature films.

Paul Parry Productions

7557 Sunset Blvd., Hollywood 46, Calif.
Phone: Granite 4774

Producer-Dir.Paul Parry
WriterEd Martin
Cameraman-EditorSam Martin
SoundF. 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.

Polaris Pictures, Inc.

5859 W. 3rd St., Los Angeles 36, Calif.
Phones: YOrk 8058; WEbster 3-4608

President.....Juan C. Hutchison
Vice-President.....Perry King
Services Offered—Complete production of films for advertising, TV, public relations, education and employee training.

Post Pictures Corp.

115 W. 45th St., New York 19, N. Y.
Phone: LU 2-4870

President.....Harry A. Post
Secretary.....Eli W. Post
TV Sales.....Alan I. Post
Services Offered—Packages of features and short subjects. Film distributor film rental.

The Princeton Film Center, Inc.

Carter Road, Princeton, N. J.
Phone: Princeton 3550

Executive Director.....Gordon Knox
Director of Production...Norman Mathews
Business Manager.....Alfred F. Califano
WriterArdis Smith
WriterSummer Lyon
Director of Distribution...Sophie C. Hohne
Services Offered—Production and distribution facilities for television films of all types.

Producers Representatives, Inc.

1270 Ave. of the Americas, N. Y. 20, N. Y.
Phones: PLaza 7-6990-1-2

President.....Irving M. Lesser
Secy.-Treas.Seymour Poe
TV Manager.....Camilla Nelson
Services Offered—A complete motion picture distribution service to TV stations for features, westerns, serials and shorts and color shorts.

Rao Video, Inc.

366 Madison Ave., New York 17, N. Y.
Phone: VAnDerbilt 6-3417

President.....Robert A. Orenbach
Associate Producer.....Carl LeBow
Associate Producer.....Lola Bishop
Musical Director.....Teddy Hall
Sales Director.....Arnold Manchester
Services Offered—TV package shows and custom built productions—live and film. Spot commercials and jingles, film or animation. TV consultants and specialists in low budget programming for all types of accounts.

Radio Features of America
(See Program Producers)

Radiovision Corp.

1125 S. Elm Drive, Los Angeles 35, Calif.
Phone: CRestview 5-1723

President.....Walter J. Nelson
Services Offered—Sport pictures and cartoons for rental to TV.

Reid H. Ray Film Industries, Inc.

2269 Ford Parkway, St. Paul 1, Minn.
Phone: Emerson 1393

208 S. LaSalle St., Chicago 4, Ill.
Phone: Financial 6-0897

Pres.-Gen. Mgr.....Reid H. Ray
Sales Mgr., Chicago Off.....Frank Balkin
Sales Mgr., Film Ad Div.....Elmer Merten
Merchandise Mgr.....R. V. Jeffrey
Vice-President.....W. H. Ringold
Secretary.....Alice M. Griswold
Scenario Chief.....R. Glenn Low
Prod. Asst.....E. H. Polsfuss
Film Editor.....Tom Persons
Lab. Mgr.....C. H. Bradshaw
Sound Engineer.....H. C. Oslund
Services Offered—Motion picture and slide

• • • **TV Film Producers** • • •

film production B and W and Color, 35mm. and 16mm., sound recording RCA film, tape, acetate, laboratory processing.

●
RD-DR Corp.
(Reader's Digest—
deRochemont)

35 W. 45th St., New York 19, N. Y.
Phone: LU 2-1410

Chairman of Board.....Louis de Rochemont
President.....Borden Mace
Vice-President.....Louis de Rochemont
Secretary.....Marie A. 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.

●
Ro and Reed Productions,
Inc.

275 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 6-1101

President.....Roland Reed
Vice-President.....Guy V. Thayer, Jr.
Secretary-Treasurer.....Hazel Hall
Services Offered—Complete motion picture facilities.

●
Regal Television Pictures
Corp.

151 W. 46th St., New York 19, N. Y.
Phone: LU 2-1877

President.....Moe Kerman
Vice-Pres.....Joe Felder
Services Offered—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

●
Regency Productions, Inc.

112 W. 48th St., New York 19, N. Y.
Phone: JUlson 2-0274

President.....Joseph Schaeffer
Producer.....Peter W. Riethof
Director of Sales.....Edward A. Bendell
Director.....Dwight Godwin
Services Offered—Film assignments 35mm., 16mm., black and white or color. Film sequences for TV shows ("Martin Kane, Private Eye"). Filmed commercials for TV (U. S. Tobacco Co., Sedagel, 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).

●
RKO Pathe, Inc.

625 Madison Ave., New York 22, N. Y.
Phone: PL 9-3600

Vice-Chairman of Bd.....Ned E. Depinet

President.....Harry Michelson
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.

M. Clay Adams
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.

3322 W. Washington Blvd., Culver City, Calif.
Phone: VERmont 82185

President.....Hal E. Roach
Vice-President.....Hal Roach, Jr.
Vice-Pres. & Prod. Mgr.....S. S. Van Keuren
Services Offered—Complete motion picture production facilities for the production of TV commercials and programs.

●
Roberts Radio, Television,
Stage and Screen Studios

806 Seventh Ave., New York 19, N. Y.
Phone: JU 6-0266

President.....Bob Levitt Roberts
Services Offered—Radio and TV live or film Package Productions. Personal Management. Television and radio training.

●
Rockett Pictures, Inc.

6108 Santa Monica 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.

●
Rollow-Clark & Co.

108 Oak St., Denton, Tex.
Phone: U523

Co-owner.....Bill Rollow
Services Offered—TV film production.

●
Danny Rouzer Studio

7022 Melrose Ave., Hollywood 38, Calif.
Phone: Yo 2194

President & Owner.....Danny Rouzer
Vice-President.....Albert Kelch
Services Offered—Complete 16mm. production service, including sound stage, cameras, lights, sound recording, projection, cutting & editing, special effects, titling, and complete operating personnel. Member: I.A.T.S.E. Local 659; S.M.P.T.E.; and T.E.P.A.

TV Film Producers

Royal Film Exchange

1550 Crossroads of the World, Hollywood 28,
Calif.

Phone: Hempstead 3173

President.....Bill Scott Brown
Services Offered—TV films.

Ruby Film Company

729 Seventh Ave., New York 19, N. Y.

Phone: Circle 5-5640

Production Mgr.....Edward Ruby
Asst. Production Mgr.....Sidney Nannes
Office Manager.....Mary C. Ruby
Services Offered—Producers of every type
of motion picture production from commer-
cials to serials. Own and operate all facilities,
in business since 1910, owns Ruby Editorial
Service.

Sack Television Enterprises

Film Exchange Bldg., 308 S. Harwood,
Dallas 1, Tex.

Phone: Sterling 3069

General Manager.....Alfred N. Sack
Sales Manager.....Julius M. Sack
Program Advisor.....Beverly Littlejohn
Services Offered—Rental of open end
films, amusement shorts, educational shorts,
musical shorts, features, westerns and serials,
and group of twenty-nine three-minute
"soundies."

Bernard L. Sackett Television Productions

(See Program Producers)

Sanft-Costa Television Features

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

Phone: Murray Hill 2-6770-6771

Co-ProducersSidney 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. Pro-
ducers of TV Film programs, open end, for
local or national spot advertisers.

Sarra, Inc.

200 E. 56th St., New York 22, N. Y.

Phone: Murray Hill 8-0085

PresidentValentino Sarra
Sales Prod. Mgr.....Jack Henderson
Services Offered—TV film production.

Screen Gems Inc., Television Dept.

(Subsidiary of Columbia
Pictures Corporation)

729 Seventh Ave., New York 19, N. Y.

Phone: Circle 5-5044

Gen. Manager.....Ralph M. Cohn
Prod. Manager.....Jules Bricken
Editorial Chief.....Daniel Heiss
Film Editor.....Robert Horowitz
Gen. Sales Mgr.....Philip Frank
Pub. Rel. Chief.....Ray Murray
Business Manager.....Floyd Weber

Services Offered—Production and distribu-
tion of films for television. Pioneer Telefilms,
Inc., and Telespots, Inc., have been absorbed
by Screen Gems, Inc.

Seaboard Studios

157 E. 69 St., New York 21, N. Y.

Phone: REgent 7-9200

President.....Sanford R. Johnson
Vice-President.....Arthur B. Chapman
Production Manager.....Frank Walsh

Services Offered—Producers of industrial
motion pictures, TV film commercials and
slide films. Completely equipped motion pic-
ture facilities with largest independent sound
stage in Manhattan.

Seidel Films

853 Seventh Ave., New York 19, N. Y.

Phone: PL 7-1597

ManagerTom Seidel
Services Offered—TV film production.

Sentinel Productions (div. of Sentinel Enterprises, Inc.)

(See Program Producers)

Skibo Productions, Inc.

165 W. 46th St., New York 19, N. Y.

Phone: PLaza 7-2265

President-Treas.....Patrick E. Shanahan
SecretaryGeorge 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 sub-
jects.

Stephen Slesinger, Inc.

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

Phone: ELdorado 5-2544

PresidentStephen Slesinger
Services Offered—TV films, based on the
following properties: "Red Ryder," "King of
the Royal Mounted," and "Ozark Ike."

Sonochrome Productions

112 W. 89th St., New York 24, N. Y.

Phone: TR 3-6221

PartnerNathan Zucker
Services Offered—Producers and distribu-
tors of programs on film.

TV Film Producers

Special Purpose Films, Inc.

11 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. Hamman

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.

Staudard Television Corp.

1501 Broadway, New York 18, N. Y.
Phone: LOngaere 4-3234

President.....Irvin Shapiro
Secretary.....A. Exelberth
Treasurer.....Martin Ermelstein
TV Director.....Robert H. Wornhaudt

Services Offered—Major feature films and shorts.

Sterling Television Co., Inc.

316 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-3750

President.....Saul J. Turell
Secy.-Treasurer.....Robert E. Rhoades
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.

Wilbur Streech Productions

1697 Broadway, New York 19, N. Y.
Phone: JUdson 2-3816

Owner.....Wilbur J. Streech
Services Offered—Production of all types of motion pictures including animation, live action, stop motion and special effects. Specialist in TV film commercials.

Irvin Paul Sulds, Inc.

654 Madison Ave., New York 21, N. Y.
Phone: TEmpleton 8-7025

President.....Irvin Paul Sulds
Associate Producer.....Alice Pentlarge

Services Offered—Script, production supervision for one minute commercials and five minute shorts. Longer features also available.

Swank Films, Inc.

627 Salem Ave., Dayton 6, O.
Phone: Taylor 4192

President.....Jerrold A. Swank

Services Offered—Color or black and white; Slides, 3½ x 4—2 x 2; Slide films, complete production services; Commercial photography and laboratory services.

Taylor Productions, Inc.

6700 Sun-set Blvd., Hollywood 28, Calif.
President.....Gordon Van Dover
Services Offered—Write produce and direct. TV film spots.

The TeeVee Company

915 N. LaCienega Blvd., Los Angeles 46, Cal.
Phone: CReStview 5-1076

President.....Gifford Phillips
General Manager.....Ludlow Flower, Jr.
V.P. Chg. Sales, Dist. & Prod. Marc Frederic
Services Offered—Custom-built TV shows, film and live; spot commercials.

Tel-Air Associates

366 Madison Ave., New York 17, N. Y.
Phone: VA 6-3417

Partners.....Seymour Kaplan,
Mort H. Singer, Jr.

Services Offered—Film programs, spot commercials, animation.

Tele-America Inc.

170 S. Beverly Dr., Beverly Hills, Calif.
Phone: CR 5-1270

President.....Thorn L. Brooks
Vice-President.....Howard Taylor
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. 18th St., New York 19, N. Y.
Phone: JUdson 6-5480

President.....W. K. Hedwig
Secy.-Treas.....G. W. Hedwig
Services Offered—Rentals 16mm. sound and silent films for TV programming; all types incl. features, westerns, short subjects, comedies, travel, etc.

Telemated Cartoons

70 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 6-8933

Prod.-Dir.....Saul Taffet
Services Offered—Production of TV film commercials; storyboards; jingles. Animated cartoons; live action; animated and optical effects in color or black and white; 35mm. or 16mm. facilities.

Telemount Pictures, Inc.

5255 Clinton St., Los Angeles 4, Calif.
Phone: HOllywood 9-8321
President.....Henry B. Donovan

TV Film Producers

Secretary-Treasurer Marie Copenhaver
Services Offered—Producers of TV films and live programs and commercial films, 35 mm and 16 mm. Black and white and color films.

Telepak Inc.

201 N. Carmelina Ave., Los Angeles 24, Calif.
Phone: AR 3-6076

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 Street, Berkeley, Calif.
Phone: Berkeley 7-5301

Business Mgr. J. T. Ward
Prod. Mgr. Alex Anderson
Art Director Charles Fuson
Film Editor Bernhardt J. Hurwood
Services Offered—Cartoon Productions of daily comic strip series—for television—Creators of "Crusader Rabbit" series for NBC—animated cartoons for commercials.

Television Cartoons, Inc.

155 W. 46th St., New York 19, N. Y.
Phone: JUDson 6-1650

Chg. of Prod. Robert N. Brotherton,
Arthur L. Goldman
Story and Planning Tony Delmar
Art Directors Elliott Engel, Sol Siegel
Acct. Exces. Donald O. Davis,
B. Frank Rogers

Services Offered—Producers of commercial films for television, 10 seconds to 1 minute or longer. Services include full cartoon animation, live motion picture photography, stop motion or special effects to order.

Television 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.

Transfilm Inc.

35 W. 45 St., New York 19, N. Y.
Phone: LU 2-1400

President William Miesegaes
Vice-President Walter Lowendahl
Vice-Pres. William Burnham
Secretary-Treasurer Peter A. Schlenker
Services Offered—Complete facilities for 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, and "live" package shows.

TV Ads Inc.

3839 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUmkirk 8-1232

President Doria Balli
Gen. Bus. Mgr. William Perillo
Services Offered—Specialized in producing 16mm., 35mm., black and white, or color television film commercials, using animated cartoons, live action, or stop motion.

TV/films, Inc.

155 W. 46 St., New York, N. Y.
Phone: LU 2-3607

President R. V. Pollock
Services Offered—TV/films produces commercial TV films and commercial industrial films. A complete production unit with own storyboard, sound and music departments,

• • • TV Film Producers • • •

camera crew, shooting studio, cutting, editing and viewing room. Animation staff. Color experts.

• **TV-Programs, Inc.**

350 Fifth Ave., New York 1, N. Y.
Phone: CHeicering 4-1374

President.....Edward Roberts, Jr.
Vice-President.....George L. Ogle
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.**

2149 Charlotte St., Kansas City 8, Mo.
Phone: HArrison 5840

President & Gen. Mgr.....W. Hardy Hendren
Vice-Presidents.....C. J. Mabry,
E. S. Washburn
Treasurer.....A. E. 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**

1110 West Olive Ave., Burbank, Calif.
Phone: CHarleston 0-7171
New York Division - 203 E. 72 St.,
New York 21, N. Y.
Phone: RHineclander 4-7570

Pres. & Exec. Produce.....Stephen Bosustow
Vice-Pres. in chg. N. Y. Office

Edward L. Gershman
Vice-Pres. & Supr. Dir.....John Hubley
Vice-Pres. & Prod. Mgr.....A. D. Woolery
Secretary.....Leo J. Rosen
Asst. Sec. & Treas.....Maxine Davis

Services Offered - Producers of TV film programs and commercials - specializing in animation, also animation production services.

• **Unity Television Corp.**

1501 Broadway, New York 18, N. Y.
Phone: LOngacre 4-8234

President.....Arthur A. Mayers

Secretary.....Ann Exelberth
Treasurer.....Martin Mermelstein
Sales Director.....Robert H. Wormhoudt
Program Director.....Constance Lazar
Booker.....Sidney Weiner
Services Offered - Film program booking and distribution.

• **Van Praag Productions**

1600 Broadway, New York, N. Y.
Phone: PLaza 7-2857

Services Offered - Producers and distributors of film made for TV. Producers of commercial and theatrical motion pictures. Producers of video film spots; package programs for networks, agencies and local sponsors.

• **Video Drama Productions**

505 Fifth Ave., New York 17, N. Y.
Phone: MU 2-0326

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. in chg. of Prod.....Martin Henry
Treasurer.....A. W. Manchee
Vice-Pres. & Film Editor.....Leonard Anderson
Sales Manager.....Otis P. Williams
Services Offered - Motion picture producers, TV program films and commercials. W. Coast sound studios. Latest 35mm. camera and sound equipment.

• **Vidican Pictures Corp.**

210 E. 39 St., New York 16, N. Y.
Phone: MU 6-3310

President.....Larry Gordon
Exec. Vice-Pres.....Al Justin
V.P. Chg. Sales.....Otto H. Sutter
Prod. Supervisor & Vidican Dir.....Ben Parker
Prod. Supervisor & Tech. Dir.....James M. Rose
Ch. Sound Record. Engr.....Pete Protopappas
Script Supvr. & Studio Dir.....John McKinney
Studio Manager.....Gil Williams
Casting Director.....Thelma Lee
Chief Editor.....Jack Kemp
Executive Secretary.....Nancy Gould

TV Film Producers

Services Offered: Producer commercial TV spots, entertainment, industrial, educational, advertising and TV pictures, 35 mm and 16 mm.

Visual Arts Productions, Inc.

2 W. 46 St., New York 19, N. Y.
Phone: LU 2-4047-8

PresidentMax Rosenbaum
Vice-PresidentSid 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."

Visual Media, Inc.

17 E. 45 St., New York 17, N. Y.
Phone: MURray Hill 2-2060

PresidentWilliam M. Nelson
Art DirectorRobert L. Greenwell
Head of Film Department ..Robert J. Moffett
Sales ManagerArthur Otto
Chicago RepresentativeHenry S. Monroe
Exec. TV ProducerViolla Rubber
Chicago Branch Office

105 South La Salle St., Chicago 3, Ill.
Mgr. in ChargeHenry S. Monroe
Services Offered—Specialists in analysis and creation of TV programs and program material, both live and on film. Production of package television programs. Creation and "doctoring" of program formats.

Vitaphone Film Productions

5331 Via San Delarro, Los Angeles 22, Calif.
Phone: AN 1-3877

PresidentJack Helstowski
Vice-PresidentChester Maye
Secty.-Treas.Ruth Helstowski
General Sales Mgr.Ned Costa
DirectorBen Norman
CameramanJohn Pearson
Film EditorA. G. Case

Services Offered—Producers of TV commercials, educational, industrial, entertaining films, color, black and white, silent or sound, animation.

Roger Wade Productions

15 E. 46 St., New York 19, N. Y.
Phone: Circle 7-6797

OwnerRoger W. Wade
Services Offered—TV commercials, animation, slide films, color slides, commercial motion pictures.

Louis Weiss & Co.

4336 Sunset Blvd., Los Angeles 27, Calif.
Phone: NO 1-6883

Distribution DirectorAdrian Weiss
Production DirectorLouis 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. & ManagerMartin Henry
Services Offered—Full 35mm. and 16mm. film production facilities; RCA sound equipment; Fairchild sync. disc recording, Division of Video Varieties Corp.

Willard Pictures, Inc.

45 W. 45 St., New York 19, N. Y.
Phone: LU 2-0430

PresidentT. W. Willard
Vice-Pres. & Gen. Mgr.J. M. Squiers, Jr.
ComptrollerS. 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

PresidentMax Wolf
Secretary-Treas.Robert Feldman
Exec. ProducerLes Wintz
TalentAl Roth
Services Offered—Talent representatives, casting, production, and packaging of films.

World Video, Inc.

(See Program Producers)

Young America Films, Inc.

18 E. 41 St., New York 17, N. Y.
Phone: LE 2-4111

PresidentStuart Scheftel
Exec. Vice-Pres.Godfrey Elliott
Sales ManagerT. C. Morehouse, Jr.
Chg. of TV ActivitiesJames R. Brewster
Services Offered—Producers and distributors of 16mm. sound educational films.

Harold Young Productions, Inc.

168 E. 61 St., New York 19, N. Y.
Phone: TE 8-5292

PresidentHarold Young
Vice-PresidentPeter 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.

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.

John Street
Fort Lee, N. J.

1727 Indiana Ave.
Chicago 16, Ill.

LONGacre 5-7270 6700 Santa Monica Blvd. HARRison 7-5738
Hollywood 38, Calif.
Hillside 6131



SERVICES TO TV PRODUCERS

Large Screen



Lenses



Projectors



Spot and Flood Lamps



Draperies and Fabrics



Storage Vaults



Laboratories



Raw Stock



Stock Shot Libraries



Cartoon Producers

NINETEEN FIFTY-ONE



TV Service Firms

(Also see Equipment Manufacturers)

Large Screen

General Precision Laboratory, Inc., 63 Bedford Rd.
Pleasantville, N. Y.

Radio Corporation of America, Camden, N. J.

S.O.S. Cinema Supply Corp., 602 West 52nd St.
New York 19, N. Y.

United Paramount Theatres, Television Div., 1591
Broadway, New York 18, N. Y.

Lenses

Bausch & Lomb Optical Co., 339 St. Paul St.
Rochester, N. Y.

Century Projector Corp., 729 14th Avenue, New
York, N. Y.

Ross Reports

on

TELEVISION

WEEKLY — program changes, casts, credits,
talent in town

MONTHLY — surveys on costs, film, com-
mercials, directories, contact lists,
trends

DAILY — telephone information on any of
the above subjects

ON ORDER — special research, lists, com-
parative data, analyses

Wallace A. Ross, *Publisher*
551 Fifth Avenue, New York 17, N. Y.

MU 2-5910

DeVey Corp., 1111 Annulace Ave., Chicago 40

Kollmorger Optical Co., 2 Franklin Avenue, Brook-
lyn 11, N. Y. (Also telescopic scopes)

National Theatre Supply, 92 Gold St., New York,
N. Y.

Projection Optics Co., Inc., 330 Lyell Avenue,
Rochester, N. Y.

Raytone Screen Corp., 165 Chermont Ave., Brook-
lyn 5, N. Y.

Projectors

Ballantyne Co., 1707 Davenport St., Omaha 2,
Nebr.

Breakert Light Projection Co., 6515 St. Antoine
Ave., Detroit, Mich.

Century Projector Corp., 729 14th Ave., New York,
N. Y.



COSTUMES FOR TELEVISION

The largest collection of costumes and an
experienced personnel with special train-
ing 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

SPOT AND FLOOD LAMPS

Adams Lighting, Inc., 48 W. 27th St., New York, N. Y.
 Amplex Corp., 111 Water St., Brooklyn 1, N. Y.
 Ariel Davis Supply Co., 373 West South Temple, Salt Lake City, Utah.
 Best Devices Co., Inc., 3459 W. 104th St., Cleveland 11, O.
 Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.
 Compeco Corp., 2251 W. St. Paul Avenue, Chicago 47, Ill.
 Display Lighting, Inc., 417 E. 61st St., New York, N. Y.
 Durto-Test Corp., North Bergen, N. J.
 General Electric Co., Nela Park, Cleveland, O.
 GoldE Mfg. Co., 1214 W. Madison St., Chicago, Ill.
 Kleigl Bros., 321 W. 50th St., New York 19, N. Y.
 Lustra Corporation of America, 36 Washington St., Brooklyn 1, N. Y.
 Metropolitan Scenic Studios, Inc., 1611 Davenport St., Omaha 2, Nebraska.
 National Theater Supply, 92 Gold St., New York, N. Y.
 Radiant Lamp Corp., 300 Jelliff Ave., Newark 8, N. J.
 S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.
 Strong Electric Corp., 87 Park Avenue, Toledo, O.
 Sylvania Electric Products Co., 500 Fifth Avenue, New York 18, N. Y.
 Wenzel Projector Co., 2505 S. State St., Chicago 16, Ill.
 Westinghouse Electric Corp., Lamp Division, Bloomfield, N. J.
 DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
 International Projector Corp., 55 LaFrance Ave., Bloomfield, N. J.
 Kleigl Bros., 321 W. 50th St., New York 19, N. Y.
 Mitchell Camera Corp., 666 West Harvard St., Glendale 4, Calif.
 Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
 National Theater Supply, 92 Gold St., New York, N. Y.
 Radio Corp. of America, Camden, N. J.
 S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.
 Wenzel Projector Co., 2505 S. State St., Chicago 16, Ill.

CARPET

Bigelow-Sanford Carpet Co., 140 Madison Ave., New York, N. Y.
 Goodall Fabrics, Inc., 525 Madison Ave., New York, N. Y.
 Hardwick & Magee Co., Lehigh Ave. & 7th St., Philadelphia 33, Pa.
 A. & M. Karagheusian, Inc., 295 5th Ave., New York, N. Y.
 James Lees & Sons Co., Bridgeport, Montgomery County, Pa.
 C. H. Masland & Sons, Carlisle, Pa.
 Radio Corp. of America, Camden, New Jersey.
 Alexander Smith & Sons Carpet Co., 295 5th Ave., New York 16, N. Y.

BACKGROUND PROCESSES

LOS ANGELES, CALIF.

Acme Film Laboratories, Inc.
 1161 N. Highland Ave. (38).....Hillside 7471
Anderson, Howard A.
 General Service Studios.....GRanite 3111
 1611 Cosmo St.....HUDson 2-1247
Cinecolor, Inc.
 2800 S. Olive St., Burbank....STanley 7-1126
Cinema Research
 7000 Romaine, Hollywood (38).....HUDson 2-7464
Consolidated Films Industries, Inc.
 959 Seward St.....Hollywood 9-1441
Dunningcolor Corp.
 932 N. La Brea Ave.....GRanite 3174
Filmeffects of Hollywood
 1153 N. Highland Ave.....Hollywood 9-5808
Hansard, R. L.
 8822 W. Washington Blvd., Culver City
 TEXas 02761
Mereer, Ray
 4241 Normal Ave.....OLympia 8436
Pacific Title & Art Studio
 6350 Santa Monica Blvd....HEmpstead 5011
Pathe Industries, Inc.
 6828 Santa Monica Blvd...HOLLYwood 9-3961
Rabin, Jack
 7324 Santa Monica.....HUDson 2-5163
Schmid, Al
 1041 N. Formosa Ave.....GRanite 5111
Smallwood Process
 7324 Santa Monica Blvd....HOLLYwood 9-5060
Technicolor Motion Picture Corp.
 6311 Romaine St.....GRanite 1101
Telefax
 5732 Sunset Blvd.....PL. 7-0780
Williams Lab
 1040 N. McCadden Place.....Hillside 8131

STORAGE VAULTS

LOS ANGELES, CALIF.

Bekins Storage Co.
 1025 N. Highland Ave.....HOLLYwood 9-8181
Lyon Storage Co.
 6372 Santa Monica Blvd....HOLLYwood 9-1401

NEW YORK, N. Y.

Bonded Film Storage Corp.
 630 Ninth Ave.....CIRcle 6-1030
Consolidated Film Industries, Div. of Republic Pictures Corp.
 1740 BroadwayJUDson 6-1700
Lloyds Film Storage Corp.
 729 Seventh Ave.....COLumbus 5-5400
Miles, Joseph R., Film Storage
 729 Seventh Ave.....JUDson 6-4954

LABORATORIES

LOS ANGELES, CALIF.

Vene Film Laboratories, Inc.
 1161 N. Highland Ave. (G88) Hollywood 7171
 Art Craft Screen Service
 4019 W. 60th St. (G88) ANimators 5123
 Cinecolor Corp.
 2800 S. Olive Ave., Burbank...STanley 7-1126
 Cinema Research
 1000 Rompage St. (G88) HOLdson 2-7161
 Cinevox
 5199 W. Adams WAlnut 1509
 Color Reproduction Co.
 7936 Santa Monica Blvd. (461).....HOLdside 8-225
 Columbia Pictures Laboratory
 1413 N. Beachwood Drive (G88).....GLadstone 5122
 Consolidated Film Industries
 959 Seward St. (G88) HOLdwood 9-1414
 Lab. 959 Seward St. (G88) HOLdwood 9-1414
 CosmoColor Corp.
 727 W. Seventh St. (G88) TRinity 9521
 Dunningcolor Process Co., Inc.
 932 La Brea Ave. (G88) GRanite 3174
 Eastman Kodak Research Laboratory
 1017 N. Las Palmas Av. (G88) GLadstone 7151
 Film Effects of Hollywood
 1153 N. Highland (G88) HOLdwood 9-5808
 Flora Color
 7166 Santa Monica Blvd. GRanite 9559
 Hollywood Film Enterprises, Inc.
 6060 Sunset Blvd. (G88)..... HOLdside 2181
 Mercer, Ray
 1241 Normal Ave. (G71)..... OLympia 8436
 Pacific Title & Art Studio
 6359 Santa Monica Blvd. (G88) HOLdwood 5611
 Pathe Laboratories, Inc.
 6823 Santa Monica Blvd. (G88) HOLdwood 9-3961
 Precision Film Laboratories, Inc.
 850 S. Robertson Blvd. (G55) BRAnchway 7-2310
 Producers Photographic Laboratory, Inc.
 860 N. Fairfax (416) WHiTney 1962
 Richters Film Lab.
 1715 N. Memphis Ave. (G71) OLympia 3215
 Technicolor Motion Picture Corp.
 6311 Rompage St. (G88) GRanite 1191
 Telefilm, Inc.
 6039 Hollywood Blvd. (G88) HOLdwood 9-7205
 Williams Film Laboratories
 1019 N. McCadden Pl. (G65) HOLdside 8131

SAN FRANCISCO, CALIF.

Badl Film Laboratory
 1256 Howard St. UNderhill 1-8638
 Commercial Film Enterprises
 125 Hyde St. ORdway 3-9162
 Duhem Motion Picture Manufacturing Co.
 1128 Irving St. SEabright 1-1128
 Motion Picture Service Co.
 125 Hyde St. ORdway 3-9162
 Multichrome Laboratories
 760 Gough St. HEAnlock 1-6567
 Skinner, C. R., Manufacturing Co.
 294 Turk St. ORdway 6909

COLORADO SPRINGS, COLO.

Alexander Film Co.
 Alexander Film Bldg. 4200

WASHINGTON, D. C.

Bycon, Inc.
 1926 Wisconsin Ave., N. W. DLpont 1800

ATLANTA, GA.

Paramount News Laboratory
 154 Walton St., N. W. CYpress 1636
 Strickland Film Co.
 220 Peach Rd., N. E. CHerokee 5311

CHICAGO, ILL.

Bell and Howell Co.
 7109 Metropolitan-Lansdowne
 AMBassador 2-1600
 Chicago Film Laboratories, Inc.
 18 W. Wabash WHitelid 1-6971
 Filmack Laboratories
 1327 S. Wabash Av. HARRison 7-3395
 Wilding Picture Productions, Inc.
 1315 W. Argyle St. LOughbeach 1-8410

DES MOINES, IA.

General Pictures Productions
 Kempton Rd. 3-8275

NEW ORLEANS, L.A.

Harfilms, Inc.
 600 Barrone St. MAgnoLLia 1744
 Motion Picture Advertising Service Co., Inc.
 1032 Carondelet St. MAgnoLLia 4645

BALTIMORE, MD.

Alpha Film Laboratories
 6000 Pimlico Road. LIBerty 6216

BOSTON, MASS.

Ambler Motion Picture Co.
 42 Melrose Ave. HANcock 6-1158
 Master Motion Picture Co.
 50 Piedmont St. HANcock 6-3592
 Paramount Laboratories
 124 Heath St. GARRison 7-1830

DETROIT, MICH.

Jam Handy Organization
 7821 E. Grand Blvd. TRinity 2-2150
 Metropolitan Motion Picture Co.
 121 Fisher Bldg. TRinity 5-1266
 Wilding Picture Productions, Inc.
 1975 Cadieux St. TUxedo 2-4600

ST. PAUL, MINN.

Ray-Bell Films, Inc.
 2269 Ford Parkway EMERson 1393

FORT LEE, N. J.

Consolidated Film Industries
 Main St. FORT Lee 8-3400

NEW YORK, N. Y.

Ace Film Laboratories (Warner Bros.)
 1277 E. 14th St., Bklyn. NIGHtgale 4-8700
 Circle Film Laboratories, Inc.
 33 W. 60th St. COLUMbus 5-6133
 Consolidated Film Industries,
 Div. of Republic Pictures Corp.
 1710 Broadway JUdson 6-1700
 Fort Lee, N. J. FORT Lee 8-3400
 DeLuxe Laboratories, Inc. (20th Century-Fox)
 850 Tenth Ave. CIRCLE 7-3220
 Du-Art Film Laboratories, Inc.
 215 W. 55th St. COLUMbus 5-5584
 FilmLab, Inc.
 126 W. 30th St. LEXemberg 2-2864
 Giffanti Film Laboratories, Inc.
 630 Ninth Ave. CIRCLE 5-5550
 Magna Sound, Inc.
 37 W. 57th St. PLAZA 8-0750
 Major Film Laboratories, Inc.
 653 Eleventh Ave. CIRCLE 6-6950

• • • Laboratories • • •

Malcolm Laboratories Corp
 244 W. 49th St. Circle 6-3150
Mecca Film Laboratories, Inc.
 630 Ninth Ave. Circle 6-5290
Mercury Film Laboratories, Inc.
 723 Seventh Ave. Circle 5-4930
MovieLab Film Laboratories
 619 W. 54th St. JUDson 6-0360
National Screen Service Corp.
 1600 Broadway. Circle 6-5700
Paramount Laboratory
 Sixth & Pierce Sts., Astoria
 Ravenswood 8-8000
Paramount News Laboratory
 Office: 544 W. 43rd St. LONGacre 3-4300
Pathe Industries, Inc.
 625 Madison Ave. PLaza 5-9600
Perfect Laboratories
 105 E. 106th St. TR 6-1120
Precision Film Laboratories
 21 W. 46th St. JUDson 2-3970
Producers Laboratories, Inc.
 457 W. 46th St. Circle 6-5232
Star Safety Film
 630 Ninth Ave. Circle 6-0888

CLEVELAND, O.

Escar Motlou Picture Service, Inc.
 7315 Carnegie Ave. ENdicott 1-2707

PORTLAND, ORE.

Western Color Films
 1536 S. E. 11th. EMpire 2139

PHILADELPHIA, PA.

Beswick, Harold W.
 1017 W. Allegheny Ave. SAgamore 2-7534
Hausman, Ward B.
 1029 W. Rising Sun. RAdcliff 5-2964
News Reel Laboratory
 1733 Sansom St. RIttenhouse 6-3892
Welsh, Charles E.
 2661 S. Felton Ave. SARatoga 9-8884

PITTSBURGH, PA.

Mode-Art Pictures, Inc.
 1020 Forbes St. EXpress 1-1846

DALLAS, TEX.

Jamieson Film Co.
 3825 Bryant. TEEnsin 3-8158
Southwest Film Laboratory, Inc.
 2015 Young. PRospect 0453
Variety Pictures, Inc.
 3825 Bryant. TEEnsin 8158

MILWAUKEE, WISC.

Film Arts Corp.
 1032 N. 6th St. DALy 8-5670

RAW STOCK

Anseo

Anseo Division of General Aniline & Film Corp.,
 Binghamton, N. Y.; 11 W. 42nd St., Wisconsin
 7-8643, New York 19, N. Y.; 6424 Santa
 Monica Blvd., Hollywood 9-2918, Hollywood 38,
 California.

Brulatour, J. E., Inc.

Distributor of Eastman motion picture film.
 John St., Fort Lee, N. J., Fort Lee 8-2460;
 6700 Santa Monica Blvd., Hillside 6131, Holly-
 wood 38, Calif.; 1727 Indiana Ave., CALumet
 5205, Chicago, Ill.

DuPont

I. E. du Pont de Nemours and Co. (Inc.)
 Photo Products Division, Wilmington, Del.:
 6656 Santa Monica Blvd., Hollywood 9-5147,
 Hollywood 38, Calif. Factories: Parlin, N. J.
 Eastman

See J. E. Brulatour, Inc., Factories: Eastman
 Kodak Co., Rochester, N. Y.

HAMMER, HAMMER, HAMMER, ON THE HARD HIGHWAY...



- PRODUCERS
- SPONSORS
- AGENCIES
- STATIONS

TV's top intensity of audience attention
 demands defect-free film for telecasting
 Kinescopes, Commercials and Features.

PEERLESS FILM TREATMENT

toughens the emulsion to resist scratches,
 lubricates prints to ease projection, and sta-
 bilizes moisture content to avoid green and
 tacky film. Especially now...when replace-
 ments are difficult, give all your prints triple
 PEERLESS protection against use-damage.

Write for free literature.

PEERLESS FILM PROCESSING CORPORATION

165 WEST 46th STREET, NEW YORK 19, N. Y.
 599 SEWARD ST., HOLLYWOOD 38, CALIF.*

**Complete distribution service
 at PEERLESS Hollywood.*

PEERLESS FILM TREATMENT

also available through licensees in

NEW YORK • WASHINGTON • TORONTO
 CLEVELAND • CHICAGO • ST. PAUL
 KANSAS CITY • ATLANTA • DALLAS
 HOLLYWOOD • SAN FRANCISCO • PORTLAND

17 YEARS EXPERIENCE IN SAFEGUARDING FILM

**CARTOON
PRODUCERS**

LOS ANGELES, CALIF.

- Disney, Walt
2400 W. Alameda, Burbank...STanley 7 1281
- Impossible Pictures, Inc.
1505 Crossroads of the World (28)
Hollywood 3504
- Lantz, Walter
5411 N. Seward St., (38) ...HOLlywood 9 2907
- Metro-Goldwyn-Mayer
Univer City ...TEXas 0-3313
- Pan-A-Pictures Co. (Puppets)
11570 W. Washington Blvd., Culver City,
EXbrook 7 9161
- United Productions of America
1110 Lakeside Dr., Burbank ...CHArleston 0-7471
- Warner Bros. Cartoons, Inc.
1351 N. Van Ness Ave. ...GLadstone 4131

NEW ROCHELLE, N. Y.

- Terry, Paul
271 North Ave. ...NEW ROChele 2 3467

NEW YORK, N. Y.

- Disney, Walt, Productions
1270 Ave. of Americas. ...JUdson 6 3442
- Eshbaugh, Ted, Studios, Inc.
109 W. 81th St. ...TRUman 3 0720
- Famous Studios
25 W. 45th St. ...LIxemburg 2 4500
- Smith, Hatcher, Studios, Inc.
321 E. 14th St. ...MUrray Hill 5 6026

**VENTILATION
EQUIPMENT**

- Carrier Corp., 300 South Grades St., Syracuse
New York.
- Frigidaire Division, General Motors Corp., 399
Taylor St. Dayton Ohio.
- General Electric Co., 5 Lawrence St., Bloomfield,
N. J.
- General Elec. Co., 1 River Road, Schenectady
N. Y.
- Governair Corp., 513 N. Blackwelder, Oklahoma
City 681
- McQuay, Inc., 1600 Broadway, N. E., Minneapolis
13 Minn.
- National Theatre Supply, 92 Gold St., New York
N. Y.
- S.O.S. Cinema Supply Corp., 602 W. 52nd St.,
New York 19 N. Y.
- Trane Company, LaCrosse, Wis.
- Typhoon Air Conditioner Co., Inc., 594 Union St.
Brooklyn N. Y.
- United States Air Conditioning Corp., Como Ave.
S. E., at 43rd Minneapolis 11 Minn.
- Westinghouse Electric Corp., B. F. Starviant Div.,
120 Lexington Ave., New York N. Y.
- Worthington Pump & Machinery Corp., Harrison
N. J.
- York Corp., York, Pa.

**STOCK SHOT
LIBRARIES**

LOS ANGELES, CALIF.

- Dennis, Wm. M.
2506 1/2 W. 7th St. ...DUNkirk 4-3722
- Dudley Pictures Corp.
9908 Santa Monica Blvd. (Beverly Hills)
BRadshaw 7-8228
- Ideal Pictures Corp.
2108 W. 7th St. ...DUNkirk 7-8228
- General Film Library
1426 N. Beachwood Drive (28)
HEmpstead 1191
- Independent Film Library
c/o Hal Roach Studios, Culver City
TEXas 0-7761
- Mercer, Ray & Co.
1241 Normal Ave., (27) ...OLympia 8436
- Wild Life Film Co.
6063 W. Sunset Blvd. ...HOLlywood 9 3974

NEW YORK, N. Y.

- Advance Film Libraries
729 Seventh Ave. ...Circle 5 6873
- Miles Film Library
729 Seventh Ave. ...COLUMbus 5-5400
- RRK Pathe, Inc.
105 E. 106th St. ...SACramento 2 2600

SCREENING ROOMS

LOS ANGELES, CALIF.

- Consolidated Film Industries, Inc.
959 Seward St. ...HOLlywood 9-1411
- Eastman Kodak Co.
6706 Santa Monica Blvd. ...HOLlywood 9-3101
- Hollywood Film Enterprises, Inc.
6060 Sunset Blvd. ...HILlside 2181
- Ideal Pictures Corp.
2108 W. Seventh St. ...DUNkirk 7-8228
- Moviola Co.
1151 N. Gordon St. ...HUDson 2-9440
- Pathe Industries, Inc.
6823 Santa Monica Blvd. ...HOLlywood 9-3961
- RCA
1010 N. Sycamore Ave. ...HILlside 5171

NEW YORK, N. Y.

- Advance Projection Theaters
729 Seventh Ave. ...COLUMbus 5-5400
- Bonded's Film Center Theater
630 Ninth Ave. ...CIRcle 6-0081
- Miles Public Projection Theaters
729 Seventh Ave. ...CIRcle 5-6873
- Preview Theater
1600 Broadway ...CIRcle 6-0865
- RCA Victor Division
411 Fifth Ave. ...MUrray Hill 3-7811



TELEVISION PROGRAMS

Commercially Sponsored

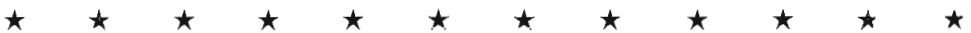


Network



Local

NINETEEN FIFTY



COMMERCIAL TELEVISION PROGRAMS — 1950

(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 1950. The programs listed are for the 12-month period ending Dec. 31, 1950. 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
A Girl, A Boy, & A Piano	Union Outfitting Co.	WHAM-TV	Storm Advtg.
A Year Ago Today	Southern Appliances	WBTV	Boettiger & Summers
Academy's Economy Wagon	Academy Army Surplus Distributor	KEYL	Pitluk Adv. Agency
Academy Theater	Jose Escalante	KECA-TV	Guenther-Bradford Co.
Actor's Studio	Ford Dealers Association	CBS-TV	J. Walter Thompson Co.
Acrobat Ranch	General Shoe Corp.	ABC-TV	Ruthrauff and Ryan
Adele Artiman Presents	Adele Artinian School of Dancing	WTMJ-TV	Robert Maercklein
Adventures of Ellery Queen	Kaiser-Frazer	DuMont	Wm. Weintraub Agency
Adventure Theater	Wiessner Brewery	WMAR-TV	Dundon & Rosenbush
Adventure Theater	Gibson Refrigerator	WATV	
Adventures in Learning	Cincinnati Gas & Elec. Co.	WLW-TV	Stockton-West-Burkhart
Adventures in Sewing	J. A. White	WLAV-TV	
Adventures in Sewing	Domestic Sewing Machine	WLW-TV	Fulle, Smith & Ross
Adventures of Gigi & Jack	Variety Club	WSPD-TV	
Afternoon at Titchie's	Titche-Goettinger Co.	WFAA-TV	Direct
Airflyte Revue	Nash Dealers	WGN-TV	

Alan Dale	Winston Radio and TV Corp.	WABD	Godly-Sternfield
Alan Young Show	Eso Standard Oil Co.	CBS-TV	Marschalk and Pratt Co.
Alan Young Show	Kroger Co. Chain Grocer Stores	CBS-TV	Ralph H. Jones Co.
All American Game of the Week	Pontiac Div. of General Motors	ABC-TV	McManus, Hohn & Adams, Inc.
All Girl Wrestling	Burger Beer	WBNS-TV	Midland Advertising
All Star Baseball Game	Gillette Safety Razor Co.	NBC-TV	Maxon, Inc.
Al Morgan	Foxhead 400 Beer	WGN-TV	Abbott-Kimball
Al Williams Copper Kitchen	Regal Amber Brewing Corp.	KGO-TV	Gardner Agency
Amateur Hour	Stokely Van Camp Foods	WFBM-TV	Ad Associates
Animal Fair	Pig 'n' Whistle Restaurants	KNBH	Foster & Davis, Inc.
Animal Fair	Kasco Mills Dog Food	WSPD-TV	
Animal Vegetable or Mineral	Natural Foods Inst. Vitamin Machine	WMAR-TV	
Anniversary Party	Tony's Bakery, Inc.	WSPD-TV	Hoefler, Dieterick & Brown
Armand Girard Show	Bell Brook Dairies	KGO-TV	Advertising Counsel
Armchair Theatre	Advertising Counselors	KING-TV	Batten, Barton, Durstine & Osborn, Inc.
Armstrong's Circle Theatre	Armstrong Cork Co. Linoleum, Floor Coverings, Building Material	NBC-TV	
Around the House	Central National Bank	WNBK	Fuller & Smith & Ross
Arpeako Melody Moods	Tobin Packing Co.	WHAM-TV	Milt Seager
Arthur Godfrey	Hi-V Corp. Orange Juice	CBS-TV	Franklin Bruck Adv. Corp.
Arthur Godfrey and His Friends	The Toni Co. Div. of Gillette Safety Razor Co.	CBS-TV	Foote, Cone and Belding
Arthur Godfrey and His Friends	Pillsbury Mills, Inc.	CBS-TV	Leo Burnett Co.
Arthur Godfrey and His Friends	Liggett and Myers Tobacco Co. Chesterfield Cigarettes	CBS-TV	Cunningham and Walsh, Inc.
Arthur Godfrey presents the General Motors Show	General Motors Corp. Pontiac Div.	CBS-TV	McManus, John and Adam, Inc.
Arthur Godfrey's Talent Scouts	Thomas J. Lipton Co. Div. of Lever Brothers Co. Lipton's Tea, Soup Mixes	CBS-TV	Young and Rubicam, Inc.
Arthur Murray Show	Arthur Murray School of Dancing	CBS-TV	Huber Hoge and Sons
Ask the Kids	Columbia Music & Appliance Store	WHAM-TV	W. W. O'Brien

B

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
At Home Show	Holmes Dept. Store	WDSU-TV	
At Home With Mildred Carson	Boston Post	WBZ-TV	Chambers & Wiswell
Auction-Aire	Libby, McNeill and Libby <i>Food Products</i>	ABC-TV	J. Walter Thompson Co.
Baseball Previews	Student Prince Cigars	WXEL	
Basketball Games (High School)	Armco Steel Corp.	WKRC-TV	
Beat the Band	DeSoto-Plymouth Dealers	WWJ-TV	Denman & Botteridge
Beat the Band	Egan & Bibbing <i>Antiques</i>	WHEN	Direct
Beat the Band	Kool-Vent Awnings	WWJ-TV	Luckoff, Wayburn & Frankel
Beat the Band	Mullins Mfg.	WWJ-TV	B. S. F. & D.
Beat the Clock	Sylvania Electric Products, Inc.	CBS-TV	Cecil and Presbrey, Inc.
Beat the Talent Champ	Heskett's Furniture Store	WTVN	
Beauty & Fashions by Carol Douglas	Toni Co.	ABC-TV	Foote, Cone and Belding, Inc.
Bee Kalmus' Orchid Room	Telescope Productions	WJZ-TV	The Bobley Co.
Believe It or Not	P. Ballentine & Sons <i>Beer and Ale</i>	NBC-TV	J. Walter Thompson Co.
Belle Tierney	A. Davis Co. <i>Sports Master Coats</i>	WABD	Lane Adv.
Bernie Bracher's Sports Roundup	Moseson & King <i>Styling Store</i>	WAVE-TV	
Bert Park Show	General Foods Corp. <i>Let's Feed 'Em, Swansboro, Maxwell House Cereals, Walker Baker Coconut, Cocoa and Choco- lets, Instant Muesli, Minute Rice, La France, Salina</i>	NBC-TV	Young and Rubicam, Inc.
Better Living Electrically	Utah Power & Light Co.	KSL-TV	Gillham
Betty Crocker	General Mills, Inc. <i>Betty Crocker</i>	CBS-TV	Batten, Barton, Durstine & Osborn, Inc.
Beulah	Procter and Gamble Co. <i>Deft and Oxylol</i>	ABC-TV	Dancer, Fitzgerald, Sample, Inc.
Big Town	Lever Brothers <i>Kiwi</i>	CBS-TV	Ruthrauff and Ryan, Inc.

Bigelow Theatre	Bigelow-Sanford Carpet Co., Inc.	CBS-TV	Young and Rubicam, Inc.
Billy Mayo Quintet	Earl Hayes Chevrolet Co.	WFAA-TV	Bozell & Jacobs
Billy Scott Sings	United Moving	WLWC	
Birthday Party	Thompson, Boland, Lee	WAGA-TV	
Blackie the Crayon	Borden Co.	WBNS-TV	Duane-Jones
	Instant Mix		
Blackie the Crayon	Vess Bottling Co.	WBNS-TV	Kelly & Lamb
	Whistle		
Blind Date	Gruen Watch Co.	ABC-TV	Stockton, West, Burkhardt, Inc.
Blind Date	Knemark Mfg. Co., Inc.	ABC-TV	Emil Modul Co., Inc.
	Esquire Boot Polish		
Bob Murphy Show	Allied Music Sales	WJBC-TV	Direct
Bob Stanford's Show	Admiral Dealers of Dallas	WFAA-TV	
Bob Turner, Sports	Columbia Music & Appl. Store	WHAM-TV	W. W. O'Brien
Bonny Maid Versatile Varieties	Bonafide Mills, Inc.	NBC-TV	Gibraltar Adv. Agency, Inc.
	Linoleum, Wall Covering		
Bowling Matches	G. R. Bowling Proprietors Assn.	WLAV-TV	
Boxing	Camel Cigarettes	KTSL	Wm. Esty & Co.
Boxing Bouts	Gillette Safety Razor Co.	NBC-TV	Maxon, Inc.
Boxing From New York Athletic Club	Guinness Stout	WOR-TV	Hewitt, Ogilvy, Benson & Mather, Inc.
Boxing From Ridgewood Groove	F & M Schaefer Beer	WOR-TV	Batten, Barton, Durstine & Osborn, Inc.
Boxing From Westchester	F & M Schaefer Beer	WOR-TV	Batten, Barton, Durstine & Osborn, Inc.
County Center			
Boxing From Westchester	Piel Bros.	WOR-TV	William Esty Advertising
County Center			
Boxing Matches	Globe Berwing Co.	WMAL-TV	Katz Agency
Boys Railroad Club	A. C. Gilbert Co.	WLAV-TV	Chas. W. Hoyt Co.
	Toy Trains		
Boys Railroad Club	A. C. Gilbert Co.	WKRC-TV	Charles W. Hoyt Co., Inc.
Brager's Shopper	Brager's Dept. Store	WAAM	Louise Waite
Break the Bank	Bristol-Myers Co.	NBC-TV	Doherty, Clifford and Shenfield
	Mum, Vitalls, Ipana, Trushay, Resistab, Sal Hepatica, Bufferin		
Breakfast Party	Albers Super Markets	WLW-TV	
Bright Lights	R. C. Wuensch—Long's Hudson Motor	WATV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Broadway Open House Broadway to Hollywood	Anchor Hocking Glass Corp. Tidewater Assoc. Oil Co.	NBC-TV DuMont	Wm. H. Weintraub & Co., Inc. Lennon and Mitchell
Brooklyn Dodger Baseball Games	F & M Schaefer	WOR-TV	Batten, Barton, Durstine & Osborn, Inc.
Browns Out-of-Town Games Buck Rogers	Carlings Ale Peter Paul, Inc.	WXEL ABC-TV	Maxon, Inc.
Ruckskin Theatre	Roman Meal	KTSL	Guild, Bascomb & Bonfigli
Bump Bradley Pitching	Cities Service	WBZ-TV	Doremus & Co.
Burns & Allen	Carnation Co.	CBS-TV	Erwin Wascy Adv. Co., Inc.
—C—			
CBS News with Douglas Edwards	General Motors Corp.—Oldsmobile Div.	CBS-TV	D. P. Brother & Co., Inc.
CBS Wrestling	Downtown Oldsmobile	WJBK-TV	
Camel News Caravan	R. J. Reynolds Tobacco Co.	NBC-TV	Wm Esty Co., Inc.
Cactus Jim	B & W Distributing Co.	WLAV-TV	
Camera Headlines	Carlings Ale	WAGA-TV	
Camera Headlines	Carlings Red Cap Ale	WHEN	The Katz Agency
Campus Christian Hour	A. E. Peterson Co.	KTSEL	Spruance Advtg.
Campus Serenade	Union Co.	WBNS-TV	
Can You Top This?	Mogan-Daved Wine Corp.	ABC-TV	Weiss and Celler, Inc.
Canadian Travel Film	Station CHUM, Toronto	WWJ-TV	
Candid Camera	Phillip Morris & Co., Ltd., Inc.	CBS-TV	The Biow Co., Inc.
Canine Comments	Wilkes-Dunagan Tire Co.	WFAA-TV	Direct

Captain Video	Rosefield Packing Co. Skippy Peanut Butter	DuMont	Guild, Bascom and Bonfiglii
Captain Video	Walter H. Johnson Candy Co. Powerhouse Candy Bar	DuMont	Franklin Bruck
Care of Food	Crowley-Milner	WWJ-TV	Castle-Werner
Carolina Rangers	Huntley's Furn. Co. Westinghouse Appliances	WFMY-TV	
Cartune-O	National T	WGN-TV	
Castles in the Air	Buster Brown	WXEL	
Cavalcade of Bands	Daw's Drug Stores	WHAM-TV	Carl Sillato
Cavalcade of Bands	Drug Store Tele. Productions	DuMont	Product Advertising Corp.
Cavalcade of Bands	Walgreen	WGN-TV	
Cavalcade of Sports	Gillette Safety Razor Co.	NBC-TV	Maxon, Inc.
Cavalcade of Stars	Drug Store Tele. Productions	DuMont	Product Advertising Corp.
Cavalcade of Stars	Walgreens	WGN-TV	
Celebrity Corner	E. W. Edwards	WHAM-TV	W. W. O'Brien
Celebrity Time	Goodrich, the B. F., Co. Tires, Tubes, Rubber Products	ABC-TV	Maxon, Inc.
Celebrity Time	B. F. Goodrich Co. Tires	CBS-TV	Batten, Barton, Durstine & Osborn, Inc.
Chance of a Lifetime	Bendix Home Appliances, Inc. ABC-TV	ABC-TV	Tatham-Laird, Inc.
Channel Six Cinema	Home Tests Products	WFIL-TV	Huber Hoge
Charade Parade	Standard Dist. Co. Thor Washers	KEYL	Pitluk Adv. Agcy.
Charlie Wild—Private Detective	Wilroot Co., Inc. Wildroot Hair Tonic, Shampoo	CBS-TV	Batten, Barton, Durstine & Osborn, Inc.
Charm Clinic	Oppenheim Collins Women's Specialty Store	WPTZ	
Chester, The Pup	Mason au & Magentheimer Mason Candies	ABC-TV	Turner, Leach and Co., Inc.
Chester the Pup	Waukesha Roxo Co. Soda Water	WTMJ-TV	Stone-O'Halloran
Chevrolet Dealer Time	Chevrolet Dealers	WBZ-TV	Chambers & Wiswell
Chevrolet Dealer Time (Chick Morris)	Chevrolet Dealers	WBZ-TV	Chambers & Wiswell
Chevrolet Dealer Time (Wynn Stevens)	Chevrolet Dealers	WBZ-TV	Chambers & Wiswell

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Chevrolet-Tele-Theatre	Chevrolet Motor—Div. of General Motors Corp.	NBC-TV	Campbell, Ewald Co., Inc.
Chevrolet Triple Feature Theatre	So. Calif. Chevrolet Dealers	KECA-TV	Campbell, Ewald Co., Inc.
Children's Party	Fred Astaire Dance Studio	WAAM	Corona Productions
Children's Time	Meeker's Shoes	WICU	
Chuck Wagon Time	Arnold's Pickle & Olives	KPHO-TV	
Cincinnati Reds Games	Bennett Dist. & Burger Beer	WBNS-TV	Midland Advertising
Cincinnati Skyline	Mariemont Laundry	WLW-TV	Reiser-Guenther
Cinderella Weekend	Big Bear Markets	WVJ-TV	W. B. Doner
Cinderella Weekend	Columbia Music & Appliance	WHAM-TV	W. W. O'Brien
Circle the Globe	Van De Kamp Bakeries	KNBH	California Advertising Agency
Cisco Kid	Gioia Macaroni Co. & Peerless Appl. Store	WHAM-TV	Storm Adv.
Cisco Kid	Packers Super Market	WXYZ-TV	Ruben Agency
Cisco Kid	Sanitary Dairy	WIAC-TV	Ellington and Co., Inc.
Cities Service Band of America	Cities Service Gasoline, Oil	NBC-TV	Rex Advertising
Clark Musicale	Clark Pontiac Dealer	WJBK-TV	Rex Advertising
Clark Weathervane	Clark Pontiac Dealer	WJBK-TV	
Clete Roberts News	Barr Mfg. Clothing	KLAC-TV	Charles Ross
Cleveland Indians Games	Bennett Dist. Pilsner	WBNS-TV	
Cleveland Indians Home Baseball Games	Standard Brewing Aces and 10	WXEL	
Clipper Capers	Clipper Oil Co.	KING-TV	Western Agency
Clubhouse Quiz	Albert Ehlers, Inc. Luggage	WOR-TV	Weiss & Geller
Coaches Corner	Rusterholtz & Rossell Automobiles	WHEN	W. C. Hartmann
College Bowl	Pharma-Craft Ting, Oren, Sprink, Fresh, Fresh Disinfectant, Soap, Exon, Day	ABC-TV	Ruthrauff and Ryan, Inc.
College Football	Atlantic Refining Co. Gasoline, Oils, etc.	NBC-TV	N. W. Ayer and Sons, Inc.
College & High School Athletics	Black Lumber & Smith Electric	WTTV	
Continental Cafe	Conmar Products Corp.	KNBH	Wm. Weintraub & Co.

Comedy Carnival	Fletcher Jones	KECA-TV	Charles Stahl Advertising
Command Performance	E & B Brewing	WJBK-TV	W. B. Doner
Community Auditions	Community Opticians	WBZ-TV	Lasker-Riseman
Community Theatre	Community Builders	WGN-TV	
Comptometer School	Det. Comptometer School	WWJ-TV	
Buddy Cotter	Schiff Shoe Co.	WBNS-TV	
Courtesy Four Star Theatre	Taylor Auto Co.	KECA-TV	W. B. Geissinger
Cowboys 'N' Injuns	Kendall Foods, Inc. Dog Food	KECA-TV	Dan B. Miner Advertising
Crazy Hat Parade	Dairymen's Milk	WXEL	
Crosley Family Square Dance	Crosley Dealers, Appliances	KSL-TV	
Crusade in Europe	B. Clapp & McNeil Stanley Cars	KECA-TV	Arc Agency
Crusade in Europe	Mercury TV & Radio Corp.	KECA-TV	Byron H. Brown
Crusade in Europe	A. L. Moore & Sons	KPHO-TV	
Crusade in Europe	Philadelphia Saving Fund Society	WFIL-TV	Gray & Rogers
Crusade in Europe	Ryan Nash Co.	WTMJ-TV	Dayton Johnson & Hacker
Crusade in Europe	Stromberg-Carlson Co.	WHAM-TV	
Crusade in Europe	W. Burton Guy	WAAM	George W. Ross
Crusader Rabbit	Carnation Co. Friskies	KNBH	Erwin Wasey & Co.
Cub Baseball Games	Morley Brothers RCA Dist.	WLAV-TV	
Dance Session	Ironwear Hosiery	WBZ-TV	Samuel Bahn
Danger	Block Drug Co., Inc. Amm-i-dent	CBS-TV	Cecil and Presbrey, Inc.
Davis Tire Scoreboard	Davis Tire Co.	WFMY-TV	
Dean's Teens	Coca-Cola	KOTV	
Dennis James Interviews	P. Lorillard and Co. Old Gold Cigarettes	DuMont	Lennen and Mitchell
Detroit Tiger Baseball	Goebel Brewing Co.	WWJ-TV	B. S. F & D.

D

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Dick Dunkel	Victory Motors	WAGA-TV	
Dick Dunkel, Football Ratings	Community Savings Bank	WHAM-TV	Storm Adv.
Dinner at Sardi's	Hickok Manufacturing Co.	WOR-TV	Kastor, Farrell, Chesley & Clifford, Inc.
Do You Know Baltimore?	Cons. Gas, Electric & Power Co.	WMAR-TV	
Dr. Eugene C. Keyes	Political (Self)	WWJ-TV	Ingram & Co.
Dr. Willisten Int. News	Packard-Bell Co.	KING-TV	McCrath Agency
Dollar Derby	Big Bear Supermarkets	WLWC	Harry Miller Agency
Donald Kirkley and His Guests	Balto. Contractors, Inc.	WMAR-TV	Jos. Katz Co.
Don McNeill TV Club	Philco Corp.	ABC-TV	Hutchins Advertising Co., Inc.
Don Winslow	Bachman Pretzel	WPTZ	Aitkin-Kynett
Don Winslow of the Coast Guard	Versluis Photos	WLAV-TV	
Double Feature	Sibley, Lindsay & Curr Co.	WHAM-TV	Storm Advtg.
Doubleday Program	Doubleday and Co.	CBS-TV	Huber Hoge and Sons
Down Home Doin's	Calif. Furniture	KECA-TV	Rutledge & Shideler Advtg.
Dress Up Quiz	Gordon's Clothing	WGN-TV	
Dude Ranch Varieties	Kaiser-Frazer	KLAC-TV	Ad Associates
Dugout Interviews	Watkins Furniture	WXEL	
Early Bird's Night Out	Earl Hayes Chevrolet Co.	WFAA-TV	Bozell & Jacobs
Easy Aces	Philips Packing Co.	DuMont	Atkins-Kynett
Easy Aces	Sawyer Buick Co.	WTMJ-TV	Dayton, Johnson & Hacker
Edgar Bergen and Charlie McCarthy	Coca-Cola Co.	CBS-TV	D'Arcy Adv. Co.
Ed Wynn Show	R. J. Reynolds Tobacco Co.	CBS-TV	Wm. Esty and Co., Inc.
Electric Theatre	Detroit Edison Co.	WXYZ-TV	Campbell-Ewald, Inc.
Eloise Salutes the Stars	Doeskin Tissues	WABD	Federal

F

Erin Brew's Cameraman About Town	Standard Brewing Co.	WXEL	
Ernie Never's Trophy Room	Trader Scott Ford Dealer	KGO-TV	Gordon & Engleman
Ethel Thorsen Show	Thorsen Raymer Cowins	WABD	Turner, Leach & Co.
Express to 5	The McAlpin Co. Dept. Store	WKRC-TV	Robert Acomb, Inc.
F			
Fairteen Club	Fair Store	WGN-TV	
Faith for Today	The Voice of Prophecy	WJZ-TV	Weston Advertising
Familiar Faces	Sentinel Television	KGO-TV	Lockwood-Shackelford
Family Circle Theatre	Hauser Nash Dealers	WGN-TV	
Family Food Show	Elm Farm Food Products	WBZ-TV	Chambers & Wiswell
Family Night	Sears, Roebuck & Co.	WAGA-TV	
Famous Jury Trials	Barnett's Furniture & Appliances	WDSU-TV	
Famous Jury Trials	Wm. Gretz Brewing Co.	WFIL-TV	Seberhagen, Inc.
Fashion Magic	International Latex Corp. All Products	CBS-TV	Foote, Cone and Belding
Fashion Parade	Mangel's	WMBR-TV	
Faye Emerson Show	Pepsi-Cola Co.	CBS-TV	The Biow Co., Inc.
Feature Film	DeSoto Dealers	WXEL	
Feature Film	Esquire Motors	KTSL	John Freiburg & Co.
Feature Film	Leisy Brewing Co.	WXEL	
Feature Film	Mainline Co.	WNBK	
Feature Film	Marvel Lens	WXEL	
Feature Film	Mawson-De Many-Forbes Fur Store	WPTZ	Franklin-Bertin-Tragerman
Feature Film	Patricia Stevens Modeling	WGN-TV	
Feature Film	Zippy Products & Raymon Rosen	WPTZ	Martin Agency
Feature Film Time	E & B Brewing	WSPD-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Features for Women	Philadelphia Inquirer	WFIL-TV	
Federal Shop By TV	Federal Dept. Stores	WXYZ-TV	W. B. Doner
Feminine Viewpoint	Ed. Schuster & Co. Spartanburg, S.C.	WTMJ-TV	Cramer-Krasselt
Fesler Talks Football	Luethi & Welch Chicago, Ill.	WBNS-TV	
Film Comedies	San Chez Motors	WTMJ-TV	Stone-O'Halloran
Film Feature	Fish Furniture	WGN-TV	
Film Playhouse	Margo Wine Co.	WPTZ	J. M. Korn Co., Inc.
Fireside Theatre	A. Bologna & Sons Newburgh, N.Y.	WBSU-TV	
Fireside Theatre	Procter and Gamble Co. Cincinnati, Ohio	NBC-TV	Compton Adv., Inc.
First Nighter	Campana Sales Co. 7000 Terrace, Salina, Kans. 67480 L. J. & M. W. Taylor	ABC-TV	H. W. Kastor and Sons Adv. Co., Inc.
First 100 Years	Procter and Gamble Co.	CBS-TV	Benton Bowles, Inc.
Fishing's Fun	Kaiser-Frazer	KLAC-TV	Ad Associates
Fitzpatrick Travelogues	Gerlinger Equipment Co.	WSPD-TV	
Five Min. After World Series Scoreboard	Stone Buick	WXEL	
Flavor To Taste	General Appliance Co.	WAVE-TV	
Food for Thought	Broadfoot Ehret Co. F. Ehret Sons	WTMJ-TV	Television Productions
Football	Atlantic-Cott	WBZ-TV	Cott-John C. Dowd
Football	General Mills Co.	DuMont	Knox-Reeves Adv.
Football	Wilson Sporting Goods	DuMont	Ewell and Thurber Associates
Football Extra	Morley Bros. RCA-TV, S.C.	WLAV-TV	
Football Extras	Qua Buick	WXEL	
Football Games	Tri-State Dist. Co. Pittsburg	WKRC-TV	Sive & Rosenfield
Football Highlights	Holmes Dept. Store	WDSU-TV	
Football Mainliner	United Air Lines	KNBH	N. W. Ayer & Son
Football Previews	Bresee & Salina Chevrolet Atkins	WHEN	Direct

Football Previews	DeSoto—Plymouth	WWJ-TV	Denman & Betteridge
Football Review	Adams Clothes, Inc.	WPTZ	Ralph A. Hart Adv.
Football Roundup	United Airlines	KING-TV	N. W. Ayer & Sons
Football Rules	Phipps Hardware Co.	WFMY-TV	
Football Scoreboard	Wilson's Jewelers Appliances	WHEN	
Football Scoreboard	Wiscon Products, Inc. Dri-Cool Pipes	WKRC-TV	Hamilton Advertising Agency
Football Standings	Tire Sales Co. GE Appliances	WFMY-TV	
Forbes News	McLaughlin Manor House Coffee	WFBM-TV	Earle Ludgin & Co.
Forbes News	Sterling Beer	WFBM-TV	Smith, Benson & McClure
Ford Film Playhouse	Ford Dealers of Baltimore	WAAM	J. Walter Thompson
Ford Film Playhouse	Ford Dealers	WFIL-TV	J. Walter Thompson
Ford Film Playhouse	Ford Dealers of Greater Washington	WMAL-TV	J. Walter Thompson
Ford Movie Night	Ford Dealers	WOR-TV	J. Walter Thompson Co.
Ford Star Revue	Ford Dealers of America	NBC-TV	J. Walter Thompson Co.
Ford Theatre	Ford Motor Co.	CBS-TV	Kesnyon and Eckhardt, Inc.
Four-Star Courtesy Theatre	Taylor Auto Co.	KECA-TV	W. B. Geissinger
Four Star Final; Five Star Final	Hudson Dealers		Brooke, Smith, French & Dorrance
Four Star Movie	Downtown Hudson Dealer	WXYZ-TV	Clark & Rickert
Four Star Theatre	Dennison's Food Products	KTSL	Brisacher, Wheeler
Frank Sinatra Show	Bulova Watch Co.	CBS-TV	The Biow Co., Inc.
Freddy Martin & The Admiral Band of Tomorrow	W. J. Lancaster Co. Admiral Television	KGO-TV	Harry W. Morris
Fred Waring Show	General Electric Co.	CBS-TV	Young and Rubicam, Inc.
Friends of the Family	Labelbank, Inc. Food Packager	KECA-TV	Ross Sawyer
Front Page	Ford Dealers Association	CBS-TV	J. Walter Thompson Co.
Frougs Clues	Frougs Furniture & Dept. Store	KOTV	Chapman Co.
Fun With Food	First National Stores	WBZ-TV	John C. Dowd
Furniture Trends	Sagenkahn Furniture Galleries	WHEN	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Gamboree	August Wagner Breweries	WBNS-TV	Byer & Bowman
Gansett Time	Narragansett Beverages	WBZ-TV	Standish, Inc.
Garroway at Large	Congoleum-Nairn, Inc. Lubricant Floor and Wall Coverings	NBC-TV	McCann-Erickson Co., Inc.
Gasco Theatre	Ohio Fuel Gas	WSPD-TV	
G. E. Feature Film	G. E. Dealers Co-op	KECA-TV	Iewin Advertising
Gene Autry	Brach Candy	WWJ-TV	J. Walter Thompson
Gene Autry Show	Metropolitan Studebaker Dealers	KECA-TV	Willard H. Gregory
Gene Autry Show	Royal Baking Co.	KSL-TV	Gillham
Gene Autry	Wiseman Appliances	KGO-TV	Bill Vernor
Gene Autry	Wm. Wrigley Jr. Co.	CBS-TV	Ruthrauff and Ryan, Inc.
George Scotti Show	C. Bruton Realty Co.	WWJ-TV	Rex Advertising
George Scotti	Dishmaster Dist.	WWJ-TV	
George Walsh Looks 'Em Over	Adam Scheidt Brewing Co.	WFIL-TV	Ward Wheelock Co.
Gimbels Shopping News	Gimbel Brothers Diner Store	WTMJ-TV	Klau-Van Pieteron-Dunlap Associate
Girls Wrestling	Federal Distributing Amateur TV	WOC-TV	
Glamour Go Round with Ilka Chase	Harriet Hubbard Ayer, Inc. Div. of Lever Brothers Co. Cosmetics	CBS-TV	Federal Advertising Agency
Goal Talk	Leone Radio	WICU	
Golf Made Easy	Contour Chair Co.	KGO-TV	Elliot, Daly & Sherman
Good Egg of the Week	Olson Bros.	KNBH	Little & Co.
Good Life Club	Hathaway Co. Bakery	WBZ-TV	Bresnick & Solomont
Governor Williams	Dem. State Comm.	WWJ-TV	Wolfe, Jickling & Conkey
Grandpa Graf Cartoon Club	John Graf Co. Soft Water	WTMJ-TV	Al Herr
Great Moments in Sports	Waterbury Drug Co.	WDSU-TV	
Great Music	Fidelity Phila. Bank & Trust Co.	WPTZ	Gray & Rogers

Great Outdoors	Dubois Brewing Co.	WJAC-TV	Cayton, Inc.
Greatest Fights of the Century	Chesebrough Mfg. Co. Vaseline Cream Hair Tonic	NBC-TV	
Gretchen Colnick	Mrs. Kar's Bakeries Bread	WTMJ-TV	Stone-O'Halloran
Gridiron Club	Hoffman Radio	KING-TV	Walter McCreery
Groucho Marx—You Bet Your Life	De Soto Div. of the Chrysler Corp.	NBC-TV	Batten, Barton, Durstine & Osborn, Inc
Gus Mancuso Show	Home Products, Inc. Sentinel	WKRC-TV	

H

Hacienda Varieties	Wright & Beal Cars	KECA-TV	Lisle Sheldon
Hackberry Hotel	Earl Hayes Chevrolet Co.	WFAA-TV	Bozell & Jacobs
Hail the Champ	Bishop Candy Co.	KLAC-TV	Franklin Bruck
Hands of Mystery	Bond Clothing Store	DuMont	Grey
Hansen's Magic	Hansen's Bread	KING-TV	Butler-Emmett
Happy Felton's Knothole Gang	Curtis Candy Co.	WOR-TV	C. L. Miller Co.
Harmony By the Yard	Alpert's Yardstick Stores	KNBH	Hunter Adv. Agency
Harness Racing	Goebel Brewing Co.	WWJ-TV	B. S. F. & D.
Harris' Riverside-3755	A. Harris & Co. Dept. Store	WFAA-TV	J. B. Taylor, Inc.
Haystack Hullabaloo	Oestreicher, Inc. Dodge & Plymouth	WLWC	
Hazel Scott	Sitroux Tissues	WABD	Franklin, Bruck
Headlines of Yesteryear	Cincinnati Enquirer Newspaper	WLW-TV	Dinerman & Co.
Hecht's Golden Anniv. Theatre	Hecht's Dept. Store Retail Mdse.	WABD	Franklin and Benton and Tragerman
Hello Again	Knudsen Creamery Co.	KNBH	Heintz & Co.
Herb Shriner Show	Philip Morris & Co., Ltd., Inc.	CBS-TV	The Biow Co.
Here and There with Mary Badham	Bendix Washers	WBRC-TV	
Here Comes the Bride	Kampf Jewelry Co.	WKRC-TV	Haehle Advertising
Herman Hickman Show	Marlin Firearms, Inc. Cuns, Razors, Blades	WNHC-TV	Duane-Jones

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
High Life Time	Miller Brewing Co.	WTMJ-TV	Mathieson & Associates
High Lights of News & Sports	Duquesne Beer	WICU	Walker & Downing
High School Football Games	Joske's of Texas Department Store	KEYL	Pitluk Advertising
Hi, Lo, Jack and the Dame	Chock Full O' Nuts	WABD	H. W. Fairfax Adv.
Hi Neighbor	Glade Candy Co.	KSL-TV	Alvin Pack
Hi Talent Battle	Budget Pak	KLAC-TV	Ted Factor
Hit a Homer	Bonnell Willis Real Estate	WJBK-TV	Rex Advertising
Hit a Homer	J. D. Candler Roofing	WJBK-TV	Sales Counselors, Inc.
Hockey Games	Hudopohl Brewing Co.	WKRC-TV	Stockton, West, Burkhardt, Inc.
Hoffman Hayride	Hoffman Radio & TV Dealers	KPHO-TV	
Hoffman Hayride	Hoffman Television	KGO-TV	Walter McCreery, Inc.
Hoffman Hayride	Hoffman Radio Stores	WKY-TV	Walter McCreery, Inc.
Hold that Camera	Esquire Boot Polish	DuMont	Emil Mogul
Holiday Hotel	Packard Motors, Inc.	ABC-TV	Young and Rubicam
Holiday On Ice	Grand Rapids Stadium	WLAV-TV	
Holland's Happiness House	Holland's Jeweller	WGN-TV	
Hollar Dollar	Parkview Markets	WLW-TV	Keelor & Stites
Hollywood Matinee	Home Test Products	WOR-TV	Huber Hogue, Inc.
Hollywood Movie Hits	Chrysler Dealers of Greater Washington	WMAL-TV	Kal, Ehrlich & Merrick
Hollywood Newsreel	French Sardine Co.	WBNS-TV	Rhoades & Davis
Hollywood Premier Theatre	Harry Green, Inc.	KECA-TV	Arthur Jones
Hollywood Road to Fame	Globe Bottling Co. Sears & Roebuck	KTSL	Brisacher, Wheeler & Staff
Hollywood Screen Test	Ironite Ironers Corp.	ABC-TV	Brooks, Smith, French & Dorrance, Inc.
Hollywood Talks	Star-Kist Tuna	WHAM-TV	Rhoades & Davis
Home Edition	Fintex Clothes	WJBK-TV	Luckoff, Wayburn & Frankel
Home Miracles of 1950	National Brewing Co.	WMAR-TV	Owen & Chappell
Home Theatre	Home Test Products	WKRC-TV	Huber Hogue & Sons
Homemakers Exchange	Aluminum Cooking Utensils Co.	CBS-TV	Fuller & Smith & Ross, Inc.
Homemakers Exchange	American Homes Products The Coca-Cola Co. Wall-to-Wall National Currier	CBS-TV	Ted Bates & Co.
Homemakers Exchange	California Prune and Apricot Growers Assn. Sears & Roebuck	CBS-TV	Long Adv. Service

Homemakers Exchange	Chas. B. Knox Gelatine Co., Inc. Gelatine	CBS-TV	Charles W. Hoyt Co., Inc.
Homemakers Exchange	Chr. Hansen's Laboratories, Inc. Junket Brands Div.	CBS-TV	McCann-Erickson, Inc.
Homemakers Exchange	Ex-cell-o Corp. Pure Pak Containers	CBS-TV	Fred. M. Randell Co.
Homemakers Exchange	Gorton-Pew Fisheries Co., Ltd. Sea Food	CBS-TV	H. B. Humphrey Co.
Homemakers Exchange	Hotpoint, Inc. Div. of General Electric Co.	CBS-TV	Maxon, Inc.
Homemakers Exchange	Lewyt Corp. Vacuum Cleaners	CBS-TV	Hicks & Greist, Inc.
Homemakers Exchange	Nash Kelvinator Corp. Nash Cars	CBS-TV	Geyer, Newell & Ganger, Inc.
Homemakers Exchange	Olney & Carpenters, Inc. Potato Sticks, Frozen French Fried Onions	CBS-TV	Fuller & Smith & Ross, Inc.
Homemakers Exchange	Renuzit Co. Renuzit Cleaner	CBS-TV	McKee and Albright, Inc.
Homemakers Exchange	S. O. S. Co. Scouring Pads	CBS-TV	McCann-Erickson, Inc.
Homemakers Exchange	Swift and Co. Swift's Peanut Butter	CBS-TV	J. Walter Thompson Co.
Homemakers Exchange	United Fruit Co. Bananas	CBS-TV	Batten, Barton, Durstine & Osborn, Inc.
Homemakers Exchange	Wilbur Suchard Chocolate Co., Inc.	CBS-TV	Foltz-Wessinger, Inc.
Homemakers Roundup	Cons. Gas, Electric & Power Co.	WMAR-TV	Speed & Co., Inc.
Honor Maid Television Theatre	Boston Sausage	WBZ-TV	Louis Frank
Hoosier Hotshots	Ontra Cafeterias	KTSL	Western Advertising
Hopalong Cassidy	Continental Baking Wonder Bread	WOC-TV	Ted Bates
Hopalong Cassidy	General Foods	WWJ-TV	Young & Rubicam
Hopalong Cassidy	General Foods Corp. Grape Nut Flakes, Post Toasties, Sugar Crisp, Sugar Krinkles and Other General Foods Products	NBC-TV	Young & Rubicam
Hopalong Cassidy	Gioia Macaroni Co.	WHAM-TV	Storm Advertising
Hopalong Cassidy	Interstate Bakeries Butternut Bread	WLAV-TV	R. J. Potts-Calkins & Holden

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Hopalong Cassidy	Interstate Bakeries	WLW-TV	R. J. Potts-Calkins & Holden
Hopalong Cassidy	Purity Bakeries <small>Interstate</small>	WLWC	Young & Rubicam
Hopalong Cassidy	Purity Bakeries <small>Interstate</small>	WFBM-TV	Young & Rubicam
Hopalong Cassidy	Sylvan Seal Milk	WPTZ	Al Paul Lefton
Horace Heidt Show	Philip Morris & Co., Ltd., Inc.	CBS-TV	The Biow Co., Inc.
Horse Races	Carlings Ale	WXEL	
House of Champions	Joe Charles Sports Shop	WHEN	Direct
Howdy Doody	Colgate-Palmolive-Peet Co. <small>Colgate-Palmolive-Peet Co. (Columbus, Ohio)</small>	NBC-TV	Ted Bates and Co. Sherman and Marquette
Howdy Doody	Kellogg Co. <small>Kellogg Co. (Battle Creek, Mich.)</small>	NBC-TV	Kenyon & Eckhardt, Inc. and Leo Burnett Co., Inc.
Howdy Doody	Mars, Inc. <small>Mars, Inc. (Chicago)</small>	NBC-TV	Grant Adv. and Leo Burnett Co., Inc.
Howdy Doody	Minute Maid Corp	NBC-TV	Ted Bates
Howdy Doody	The Wander Co. <small>The Wander Co. (Chicago)</small>	NBC-TV	Grant Adv., Inc.
Howdy Doody	Welch Grape Juice Co. <small>Welch Foods, Inc. (Burlington, Vt.)</small>	NBC-TV	Doherty, Clifford and Shenfield
I Cover Times Square	Seeman Brothers <small>Seeman Brothers (New York)</small>	ABC-TV	William R. Weintraub & Co., Inc.
In Search of Stars	Mexican Film Corp.	KLAC-TV	Dean Simmons
In the Morgan Manner	J. N. Ceazan Co. <small>J. N. Ceazan Co. (New York)</small>	KECA-TV	Ted H. Factor
In the Swim	Jantzen Knitting Mills	WKRC-TV	Botsford, Constantine & Gardner
Indians in Training	Mutual of Omaha <small>Mutual of Omaha (Omaha)</small>	WXEL	
Inside Detective	Kirschman <small>Kirschman (New York)</small>	WDSU-TV	Sam Rosenbaum
Inside U.S.A.	General Motors Corp. <small>General Motors Corp. (Warren, Mich.)</small>	CBS-TV	Campbell-Ewald Co.

International Boxing Club	Pabst Sales Co. Pabst Beer and Ale	Warwick and Legler, Inc.
International Boxing Club	P. Ballentine and Sons Ballentine Beer	J. Walter Thompson Co.
International News Digest	Weisfield's	
International News Reel	First National Bank of Phoenix	KING-TV
International Report	Grant's Dept. Store Consumer Plumbing & Heating	KPHO-TV WICU
Irene Wicker—The Singing Lady	Kellogg Co. Shredded Wheat and Corn Soya	ABC-TV
Italian Kitchen	Medaglia d'oro Coffee, San Benito Wine, Santoro Macaroni	WATV
It Happened Today	General National Bank	WNBK
It's Delicious	Sego Milk	KSL-TV
It's Glen Again	Sentinel Television	KGO-TV
It's High Time	Baltimore News-Post	WAAM
Jack Benny Show	American Tobacco Co. Lucky Strike Cigarettes	CBS-TV
Jack Hooley, News	Stromberg-Carlson Co.	WHAM-TV
Jackie Kannon Show	Jerry Lynch Packard Dealer	WXYZ-TV
Jack Starr	American Brewing Co. Regal Beer	WDSU-TV
Jean O'Brien Entertains	Heublein's of Hartford Wines & Cocktail Mixes	WNHC-TV
Jimmy Dolan Show	Bell Tailors	KLAC-TV
Jimmy Dudley's Sports Page	Colgate	WBTV
Jimmy Dudley Sports Page	Jackson Motors—Nat Peterson Car Service	WABD
Joe Bova & The Weather	Sears-Roebuck	WNBK
Joe Bova & The Weather	Wagner Awning Co.	WNBK
Joe DiMaggio Show	Lionel Corp. Toy Trains	NBC-TV
Jack Benny Show	American Tobacco Co. Lucky Strike Cigarettes	CBS-TV
Jack Hooley, News	Stromberg-Carlson Co.	WHAM-TV
Jackie Kannon Show	Jerry Lynch Packard Dealer	WXYZ-TV
Jack Starr	American Brewing Co. Regal Beer	WDSU-TV
Jean O'Brien Entertains	Heublein's of Hartford Wines & Cocktail Mixes	WNHC-TV
Jimmy Dolan Show	Bell Tailors	KLAC-TV
Jimmy Dudley's Sports Page	Colgate	WBTV
Jimmy Dudley Sports Page	Jackson Motors—Nat Peterson Car Service	WABD
Joe Bova & The Weather	Sears-Roebuck	WNBK
Joe Bova & The Weather	Wagner Awning Co.	WNBK
Joe DiMaggio Show	Lionel Corp. Toy Trains	NBC-TV
Jack Benny Show	American Tobacco Co. Lucky Strike Cigarettes	CBS-TV
Jack Hooley, News	Stromberg-Carlson Co.	WHAM-TV
Jackie Kannon Show	Jerry Lynch Packard Dealer	WXYZ-TV
Jack Starr	American Brewing Co. Regal Beer	WDSU-TV
Jean O'Brien Entertains	Heublein's of Hartford Wines & Cocktail Mixes	WNHC-TV
Jimmy Dolan Show	Bell Tailors	KLAC-TV
Jimmy Dudley's Sports Page	Colgate	WBTV
Jimmy Dudley Sports Page	Jackson Motors—Nat Peterson Car Service	WABD
Joe Bova & The Weather	Sears-Roebuck	WNBK
Joe Bova & The Weather	Wagner Awning Co.	WNBK
Joe DiMaggio Show	Lionel Corp. Toy Trains	NBC-TV
Jack Benny Show	American Tobacco Co. Lucky Strike Cigarettes	CBS-TV
Jack Hooley, News	Stromberg-Carlson Co.	WHAM-TV
Jackie Kannon Show	Jerry Lynch Packard Dealer	WXYZ-TV
Jack Starr	American Brewing Co. Regal Beer	WDSU-TV
Jean O'Brien Entertains	Heublein's of Hartford Wines & Cocktail Mixes	WNHC-TV
Jimmy Dolan Show	Bell Tailors	KLAC-TV
Jimmy Dudley's Sports Page	Colgate	WBTV
Jimmy Dudley Sports Page	Jackson Motors—Nat Peterson Car Service	WABD
Joe Bova & The Weather	Sears-Roebuck	WNBK
Joe Bova & The Weather	Wagner Awning Co.	WNBK
Joe DiMaggio Show	Lionel Corp. Toy Trains	NBC-TV
Jack Benny Show	American Tobacco Co. Lucky Strike Cigarettes	CBS-TV
Jack Hooley, News	Stromberg-Carlson Co.	WHAM-TV
Jackie Kannon Show	Jerry Lynch Packard Dealer	WXYZ-TV
Jack Starr	American Brewing Co. Regal Beer	WDSU-TV
Jean O'Brien Entertains	Heublein's of Hartford Wines & Cocktail Mixes	WNHC-TV
Jimmy Dolan Show	Bell Tailors	KLAC-TV
Jimmy Dudley's Sports Page	Colgate	WBTV
Jimmy Dudley Sports Page	Jackson Motors—Nat Peterson Car Service	WABD
Joe Bova & The Weather	Sears-Roebuck	WNBK
Joe Bova & The Weather	Wagner Awning Co.	WNBK
Joe DiMaggio Show	Lionel Corp. Toy Trains	NBC-TV
Jack Benny Show	American Tobacco Co. Lucky Strike Cigarettes	CBS-TV
Jack Hooley, News	Stromberg-Carlson Co.	WHAM-TV
Jackie Kannon Show	Jerry Lynch Packard Dealer	WXYZ-TV
Jack Starr	American Brewing Co. Regal Beer	WDSU-TV
Jean O'Brien Entertains	Heublein's of Hartford Wines & Cocktail Mixes	WNHC-TV
Jimmy Dolan Show	Bell Tailors	KLAC-TV
Jimmy Dudley's Sports Page	Colgate	WBTV
Jimmy Dudley Sports Page	Jackson Motors—Nat Peterson Car Service	WABD
Joe Bova & The Weather	Sears-Roebuck	WNBK
Joe Bova & The Weather	Wagner Awning Co.	WNBK
Joe DiMaggio Show	Lionel Corp. Toy Trains	NBC-TV

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Joe Graydon (Fun Time)	Ralph's Markets	KLAC-TV	Glasser-Gailey
John Conte's Little Show	Stokely-Van Camp, Inc. and the Pillsbury Dough Company	NBC-TV	Calkins and Holden, Carllock, McClinton and Smith, Inc.
John Daly and the News	B. F. Goodrich Co.	CBS-TV	Batten, Barton, Durstine & Osborn, Inc
John Feeney Show	Schaefer Beer	WABD	Batten, Barton, Durstine & Osborn, Inc.
John Kieran Kaleidoscope	Rogers Jewelers	WLWC	Wm. Seidenbaum & Co.
John Wayne Western	Murphy Motors	KECA-TV	Charles Stahl
Jonathon Story	Penick & Ford Multi-Fine Desserts	WPTZ	Batten, Barton, Durstine & Osborn, Inc.
Jonathon Story	Zippy Products, Inc. Sage	WMAR-TV	Martin Agency
Josef's Presents	Josef's Jewelers	WLWC	Cye Landy Agency
Julie Benell's What's New Junior Matinee	Maryland Club Coffee L. S. Ayres & Co. Ladies's Shoes	WFAA-TV WFBN-TV	Meradco Co.
Juvenile Talent Time	L. A. Herald & Express Advertising	KECA-TV	
KB Korral	Krajenke Buick	WJBK-TV	Rex Advertising
Kay Kyser's College of Musical Knowledge	Ford Dealers of America	NBC-TV	J. Walter Thompson Co.
Keep Going	Home Style Frozen Foods	WFIL-TV	Solis S. Cantor
Ken Murray Show	Anheuser Busch, Inc. Ludwiger Beer	CBS-TV	D'Arcy Adv. Co., Inc.
Kenny Roberts One Minute News	Cincinnati Enquirer	WLW-TV	Dinerman & Co.
Kieran's Kaleidoscope	Camden Trust Co.	WPTZ	Albert Frank—Guenther Law
Kieran's Kaleidoscope	Commerce Natl. Bank	WSPD-TV	
Kieran's Kaleidoscope	Holmes	WDSU-TV	
Kieran's Kaleidoscope	Indianapolis Power & Light Co.	WFBN-TV	
Kieran's Kaleidoscope	Intl. Harvester Dealers Harvester Tractors	WOC-TV	

K

Kieran's Kaleidoscope	Milwaukee County Hudson Dealers New Cars	WTMJ-TV	Dayton Johnson & Hacker
Kieran's Kaleidoscope	Penn Traffic	WJAC-TV	
Kieran's Kaleidoscope	Safeway Stores Grocery, Meats	WKY-TV	
Kieran's Kaleidoscope	Security Trust Co.	WHAM-TV	Hart Conway Co., Inc.
Kiplinger News	Chicago National Bank	WGN-TV	Campbell-Ewald
Kitchen Carnival	Detroit Edison	WWJ-TV	H. B. Humphrey Co.
Kitchen of Today and Tomorrow	Telex Promotion Gas Ranges, Refrigerators	WABD	
Korda Theatre	Granny Goose Foods Delrich Margarine	KGO-TV	Russell, Harris & Wood (San Francisco) Grant Advtg. (Chicago)
Kousin Kay's Merry Go Round	Red Goose Shoes	WXEL	
Kraft TV Theatre	Krafts Food Co. Mayonnaise, Velveeta, Kraft DeLuxe Slices	NBC-TV	J. Walter Thompson Co.
Kuda Bux	Mason au Magenheimer Conf. Mason Candy	CBS-TV	Linstrom, Leach, Inc.
Kukla, Fran and Ollie Show	National Dairy Products Corp. Dairy Products	NBC-TV	N. W. Ayer and Son, Inc.
Kukla, Fran and Ollie Show	Radio Corporation of America Radios, TV Sets, Record Players	NBC-TV	J. Walter Thompson Co.
Kukla, Fran and Ollie Show	Ford Motor Div.	NBC-TV	J. Walter Thompson Co.
L			
Last Minute Headlines	Gunthers Brewery	WAAM	Ruthrauff & Ryan
Late Evening News	Benny Blauschild Auto Dealer	WXEL	
Laugh With the Ladies	Stokely Van-Camp Canned Goods	WLWC	Gardner Advertising
Lahon Musicale	Lahon Hardware Co.	KOTV	
Laurel & Hardy	Russell Miller Milling Co.	KNBH	Campbell-Mithun, Inc.
Laurel & Hardy	Enoch Motor Co.	KNBH	Arc Agency
Laurel & Hardy	Potter Motor Co.	KNBH	Arc Agency
League Leaders	HFC	WWJ-TV	LeVailly, Inc.
Leave It to the Girls	Riggio Tobacco Corp. Regent Cigarettes	NBC-TV	Brooke, Smith, French and Dorrance, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Leed's Fashions	Leed's Dress Shop	WICU	
Let's Explore Ohio	Standard Oil Co. <i>Cooking Oil</i>	WLWC	McCann-Erickson
Let's Explore Ohio	Standard Oil Co.	WKRC-TV	McCann-Erickson
Let's Explore Ohio	Standard Oil Co.	WBNS-TV	McCann-Erickson
Let's Go	Standard Oil of Ohio	WNBK	McCann-Erickson
Let's Go Dancing	Keystone Automobile Club	WPTZ	Gray & Rogers
Let's Visit	Home Owned Food Stores	WICU	
Life Begins at 80	Schiffman Jewelry Co.	WFMY-TV	
Life With Linkletter	Arnold Bakers, Inc. <i>Bread, Pastry, Confections</i>	ABC-TV	Benton and Bowles, Inc.
Lights Camera Action	Green Giant Co. <i>Green Chain Pasta</i>	ABC-TV	Leo Burnett Co., Inc.
Lights Out	Republic Van & Storage Co.	KNBH	Wolfer, Douglass, Bennington, Inc.
Linz' Julie & Joe	Admiral Corp.	NBC-TV	Kudner Agency, Inc.
Living Wonders	Linz' Jewelers <i>Jewelry & Silver</i>		Crook Advertising
Lone Ranger	First National Bank	WBZ-TV	Batten, Barton, Durstine & Osborn, Inc.
Lone Ranger	American Bakeries Co. <i>Bread and Bakery Products</i>	ABC-TV	Tucker Wayne & Co.
Lone Ranger	General Mills, Inc. <i>Cheerios, Betty Crocker Devil's Food Cake Mix, Ginger Cake Mix, Cookie Mix</i>	ABC-TV	Dancer, Fitzgerald, Sample, Inc.
Look to Lazarus	E. & R. Lazarus Co.	WBNS-TV	
Look Your Best	International Latex <i>All Products</i>		Foote, Cone and Balding
Looking at Fashions	Livingston Bros. <i>Women's Apparel Store</i>	KGO-TV	
Lucky Pup	Bristol Myers Co. <i>Liana Toothpaste</i>	CBS-TV	Doherty, Clifford and Shenfield Co.
Lucky Pup	Quaker City Chocolate and Conf. Co. <i>Candy and Fluffy Candy</i>	CBS-TV	Adrian Bauer Adv. Agency
Lucky Pup	Sundial Shoe Co. Div. of International Shoe Co. <i>Shoes</i>	CBS-TV	Hoag & Provandie, Inc.
Lux Video Theatre	Lever Brothers Co. <i>Lux</i>	CBS-TV	J. Walter Thompson Co.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Meetin' Time	Wm. S. Moore, Inc. <i>Audio Records</i>	WLWC	A. L. Palmer & Assoc.
Melody Mills	McFarland Meats	KSL-TV	
Melody Time	Southern Sales Co.; Tire Sales, Inc.	WFMY-TV	
Midnight Mysteries	Mergard Bowling Lanes	WLW-T	
Midnight News	Modern Finance Co. <i>Modern Finance</i>	WLWC	Kelly & Lamb
Midwestern Hayride	Bavarian Beer	WLW-T	Ralph Jones
Miss Rheingold 1951	Rheingold Contest	WABD	Foote, Cone and Belding
Miss U. S. Television	Cunningham's	WWJ-TV	Simons-Michelson
Mr. I. Magnation	Lamont, Corliss and Co.	CBS-TV	Cecil and Presbrey, Inc.
Mr. OK Weatherman	O'Keefe's	WHAM-TV	Armand S. Weill
Mr. Weatherwise	Schmeirs, Philco TV	WOC-TV	
Mr. and Mrs.	Interstate Electric Co. <i>Youngstown Kitchens</i>	WDSU-TV	
Mr. and Mrs. Eells	Eells Health Studio	WTVN	
Mohawk Showroom	Mohawk Carpet Mills, Inc.	NBC-TV	Geo. R. Nelson, Inc.
Mohawk Show Room	Mohawk Radio & Furniture Mart	WKRC-TV	Guenther, Brown & Berne
Money-Co-Round	Southcomb and Mapp	WAAM	Maurice Chessler
Monk Simon's Sports Show	Holmes	WDSU-TV	
Morey Amsterdam Show	Receiver Sales Div. of Allen B. DuMont Laboratoris, Inc. <i>Dumont Telecasts</i>	DuMont	Campbell-Ewald
Moser's Starlets	Wilderotter's	WATV	
Motion Picture Academy	Evans Fur	WGN-TV	
Motion Picture Academy	Rose Jewelers	WIBK-TV	W. B. Doner Co.
Museum Explorer's Club	Ziegler Candy Co.	WTMJ-TV	Mautner Agency
Music For You	Reeve Paint Co. <i>Paint Supplies</i>	WHEN	Osborne & Propst
Music For Two	Western Stove Co.	KECA-TV	Brooks Advertising
Musical Comedy Time	Procter and Gamble Co. <i>Carny Time</i>	NBC-TV	Pedlar and Ryan, Inc.
Musical Mardi Gras	Harvey West Music Co.	WFMY-TV	
Musical Moods	Lofgren Dist. Co. <i>Master Records</i>	WOC-TV	

N

Musical Scrapbook, 1 Min. News	Cincinnati Enquirer	WLW-TV	Dinerman & Co.
Musical Scrapbook	Sun Control Blind Co.	KPHO-TV	
Musi-Comedy Playhouse	Esserman Motors	WGN-TV	
Musical Showroom	Gonda Stern Motors New and Used Cars	WTMJ-TV	Mautner Agency
Music by Munn	Wesleyville Super Market	WICU	
Mystery Hour	Schmidt Brewing Co.	WPTZ	Al Paul Lefton
Mystery Theatre	Studebaker Dealers	WOC-TV	Roche, Williams & Cleary
Mystery Theatre	Wiessner Brewery	WMAR-TV	Dundon & Rosenbush
NBC Comics	Standard Brands, Inc. Royal Gelatin Desserts	NBC-TV	Ted Bates
NBC News Reel	Sinclair Refining	WLW-C	Morey, Humm & Johnstone
NBC Newsreel	Taylor Electric Co. TV Sets, Radios, etc.	WTMJ-TV	Robert Maercklein
Name the Star	Regina Cigar Co. Hillcrest Cigars	WFL-TV	Gresh & Kramer
Name the Star	Van De Kamp Bakeries	KNBH	California Advtg. Agency
Nash-Airflyte Theatre	Nash Kelvinator Corp. Nash Cars	CBS-TV	Geyer, Newell and Ganger, Inc.
National Amateur Time	National Brewing Co.	WMAR-TV	Owen & Chappell
National Double Feature	National Clothing	WGN-TV	
National Ploughing Matches	Ohio Tractor Dealers Assn.	WKRC-TV	Meldrum & Fewsmith, Inc.
National Pro Football Highlights	Liljenfield Bros. & Co. Cigars	KECA-TV	Guenther Bradford & Co.
National Sports Parade	National Brewing Co.	WMAR-TV	Owen & Chappell
Natural Foods Institute	Vita Mix	WKRC-TV	Foster & Davies, Inc.
Needlecraft Parade	Herrschner Needlecraft Supplies	WGN-TV	
News—5 Minutes	Cincinnati Enquirer	WLW-TV	Dinerman & Co.
News	Gillman & Tatts	KING-TV	Fuller & Associates
News	Graybar Elec. Co.	WKRC-TV	Guenther, Brown & Berne, Inc.
News	Muriel Cigar Co.	WXEL	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
News	Napier & Scott	KING-TV	Advertising Counsel
News	Park Electric Co.	WTMJ-TV	Dayton, Johnson & Hacker
News	Par-T-Pak Beverages	KING-TV	Fuller & Associates
News	Royal Millinery	WHAM-TV	W. W. O'Brien
News	Schmidt-Orlow Co.	WTMJ-TV	Dayton, Johnson & Hacker
News	Seattle Radio Supply	KING-TV	Fuller & Associates
News	Studebaker Dealers of Cincinnati	WKRC-TV	Wm. F. Holland Advertising Agency
News	Van De Camps Bakeries	KING-TV	Fuller & Associates
News	Vicks Chemical Co.	WPTZ	Batten, Barton, Durstine & Osborn, Inc.
News	George Wiedemann Brewing Co.	WKRC-TV	Strauchon & McKim
News	Wisconsin Ice & Coal Co	WTMJ-TV	Barnes Advertising
News in Focus	Dr. Ross Dag Food	KPHO-TV	Hanson Harding
News of the Week in Review	West Paint	WBZ-TV	
News Review	Holland Furnace Co.	WFBM-TV	
News Room	Westinghouse Supply Corp.		
News & Sports	Thornton-Fuller Co.	WFIL-TV	A. E. Aldridge Assoc.
News and Weathe	Ford Motor Co.	KNBH	J. Walter Thompson Co.
N. Y. Giants Quarterback Huddle	Sun Oil Co.	WJZ-TV	Hewitt, Ogilvy, Benson & Mather, Inc.
Night Owl Theatre	Home Test Co.	WKY-TV	Huber Hogue
1950 Phillies & A's Games	Atlantic Refining Co.	WFIL-TV	N. W. Ayer & Co.
Nitecappets	Washington Breweries	WBNS-TV	
Normandie Candlelighters	Normandie Restaurant	KGO-TV	Don Steele
Notre Dame Football Games	Chevrolet Div. General Motors	DuMont	Campbell-Ewald
Ohio National Theatre	Ohio National Bank	WBNS-TV	

Okay Mother	Sterling Products Bayer Aspirin, Dr. Lyons Tooth Powder, Philips Milk of Magnesia, Ironized Yeast	DuMont	Dancer, Fitzgerald, Sample
Old Fashioned Meeting	Gospel Broadcasting Association	ABC-TV	R. H. Alber Co.
On Stage	Economy Savings & Loan	WBNS-TV	Harry Miller
One Hour in Wonderland	Coca-Cola Co.	NBC-TV	D'Arcy Adv. Co., Inc.
Open Fairways	Salem Fluorescent Lighting Maintenance Services & Appliances	WDSU-TV	
Open House	Corn Exchange National Bank	WPTZ	John Falkner Arndt
Orchids to You	Albany Carpet Co.	WBZ-TV	John C. Dowd
Original Amateur Hour	P. Lorillard Co. Old Gold Cigarettes	NBC-TV	Lennen & Mitchell, Inc.
Our Story Book	Detroit Edison	WWJ-TV	Campbell-Ewald
Our Story Book	Twin Pines	WWJ-TV	Luckoff, Way & Frankel
Outboard Inn	Gil Schaeffer Dist.	WWJ-TV	Clark & Rickerd
Outdoors in Ohio	ABC Bait Store Fishing Bait	WLW-C	
Outdoors with Don Mack	Ohio Federal Savings & Loan	WBNS-TV	
P			
P.A.L. Fights	C. Schmidt & Sons, Inc. Beer	WFIL-TV	Al Paul Lefton
Palladium Show	Motorola	KLAC-TV	Hixson & Jorgenson
Pantry Party	TV Productions, Inc.	WTVN	
Parade of Champions	Duke Doyle Home Appliances Home Appliances	WFAA-TV	
Parade of Events	Blonder Wall-Paper	WNBK	Ohio Advertising
Paradise Island	People's Outfitting Co.	WHAM-TV	Hav Nash Asso.
Parkview Party Time	Parkview Markets Grocery	WLW-T	Keelor & Stites
Party Time at Club Roma	Roma Wine of California Wines	NBC-TV	Foote, Cone and Belding, Inc.
Paul Whiteman Goodyear Revue	Goodyear Tire and Rubber Co. Passenger Car Tires and Life Guard Tubes	ABC-TV	Young and Rubicam
Paul White TV Teen Club	American Dairy Association	ABC-TV	Campbell-Mithun, Inc.
Paul White TV Teen Club	Griffin Manufacturing Co., Inc. Shoe Polish	ABC-TV	Birmingham, Castleman & Pierce, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Paupers Penthouse	Alliance Mfg. Co.	WLW-TV	Foster & Davics
Penthouse Party	Best Foods	ABC-TV	Earl Ludgin & Co.
People's Platform	Hauschild Finance Corp.	CBS-TV	La Vally, Inc.
Perry Como	Liggett and Myers Tobacco Co.	CBS-TV	Cunningham and Walsh
Petticoat Parade	Southern Sales Co.; Tire Sales, Inc.	WFMY-TV	
Philco TV Playhouse	Philco Corp.	NBC-TV	Hutchins Adv. Co., Inc.
Photo Flashes	Cincinnati Times-Star	WKRC-TV	Chester C. Moreland Co.
Photo Listings	Marvin Muller	WLAV-TV	
Pick Your Ideal	Ideal Mfg. Co.	WPTZ	Gresh & Kramer
Pigskin Parade	Milam Chevrolet Co.	KEYL	
Pinky Lee Show	Leo J. Myberg Co.	KNBH	J. Walter Thompson
Plainclothes-man	Consolidated Cigar Corp.	DuMont	Erwin, Wasey
Plane Talk	Ennis Motors	WTMJ-TV	Dayton Johnson & Hacker
Play or Pay	Sawyer Biscuit Co.	WOC-TV	George Hartman
Play the Market	Gil Schaeffer Dist.	WWJ-TV	Clark & Rickard
Polo Matches	Packard Bell Co.	KNBH	Elwood J. Robinson Agency
Pop Concerts	Pfeiffer Brewery	WWJ-TV	Maxon
Pop Handy's Western Stories	Beatrice Foods	WKY-TV	
Popsicle Parade of Stars	Joe Lowe Corp.	CBS-TV	Blaine-Thompson Co., Inc.
Premiere Playhouse	Kingsley Furs	WJBK-TV	
Premium Quiz	Labelbank, Inc.	KECA-TV	Albert Frank—Guenther Law Ross Sawyer
Prizes & Presents	Blue Valley Butter	WXYZ-TV	Gleason Agency

Producer's Preview	Ralph Rockenfield Cars	WLW-TV
Program Preview	Dr. Kenaga Optometrist	WSPD-TV
Projectall News	Theo. Hamm Brewing Co.	KNBH
Prudential Family Theatre	Prudential Insurance Co. of America	CBS-TV
Pulitzer Prize Playhouse	Schlitz Brewing Co.	ABC-TV
Pro Football Highlights	Sun Oil Co.	ABC-TV

Q

Q-Ball	Q-Ball Corp. of Pa.	WFIL-TV
Q-Ball Championships	American Q-Ball Corp.	WOR-TV
Quarter Hour	Archer Motors	WHAM-TV
Queen for a Day	Miles Laboratories Aika Seltzer	KTSL
Quiz Kids	Miles Laboratories, Inc. Vitamins, Alka-Seltzer, Tabacin, Bactine	NBC-TV

R

Rainier Rassin'	Rainier Brewing Co.	KGO-TV
Red Dot Time	Red Dot Stores	WAGA-TV
Red Grange Predicts	Florsheim Shoes Co.	ABC-TV
Redskins Football Games	American Oil Co.	WMAL-TV
Regatta	Neare, Gibbs & Co. Insurance	WKRC-TV
Rehearsal for Romance	C. F. Smith Stores	WWJ-TV
Reisman Magic Show	J. Reisman & Sons	WFIL-TV
Remember When	Hills Stores Grocery Products	WDSU-TV
Request Performance	Wm. A. Lewis Clothing	WGN-TV
Rythm Road	Ford Dealers	WLW-TV
Rising Stars	Chevrolet Dealers	WXEL

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Robert Montgomery Presents Your Lucky Strike Theatre	The American Tobacco Co.	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Robert Q. Lewis Show	Arnold Bakers, Inc.	CBS-TV	Benton and Bowles, Inc.
Rodger Nelson, Sports	Modern Finance Co.	WBNS-TV	Kelly & Lamb
Roller Derby	American Tobacco Co. Lucky Strike Cigarettes	ABC-TV	Batten, Barton, Durstine & Osborn, Inc.
Roller Derby	Blatz Brewing Co.	ABC-TV	Kastor, Farrell, Chesley and Clifford, Inc.
Roller Derby	Chevrolet Dealers Association, Inc.	ABC-TV	Campbell-Ewald Co., Inc.
Roller Derby	Chesebrough Mfg. Co. Vaseline Products	ABC-TV	McCann-Erickson, Inc.
Roller Derby Scene	C. & W. Enterprise	ABC-TV	Mail Order Network
Roselawn Newtopia	Robt. H. Wachendorf Reactor	WKRC-TV	
Round Table	Dr. Ross Dog Food	KPHO-TV	
Round the Town	Syracuse Trust Co.	WHEN	Direct
Round Up Time	Paul's Furniture	WATV	
Roving Cameras	New Home Appliance Coolerator	WLAV-TV	
Roving Cameras	Remensperger Bros Buck Speakers	KGO-TV	Jane Nuttal
Salute to Wisconsin	Marine Natl. Exchange Bank	WTMJ-TV	Cramer-Krasselt
Sammy Leeds Show	Johnson Electric Supply	WLW-T	Walter Haehnle
Sam Levenson Show	Wildroot Co., Inc.	CBS-TV	Batten, Barton, Durstine & Osborn, Inc.
Sandy Strong	Wander Co. Oxaline	ABC-TV	Grant Advertising, Inc.
Sat. Night at Madison Square Garden	Carter Products Rise Shave Cream	DuMont	Sullivan, Stauffer, Colwell and Bayles
Sat. Night at Madison Square Garden	Chesebrough Mfg. Co. Vaseline Hair Tonic	DuMont	Cayton Company
Sat. Night at Madison Square Garden	Receiver Sales Div. of Allen B. DuMont Lab., Inc.	DuMont	Campbell-Ewald
Sat. Night at Madison Square Garden	Eversharp, Inc. Razors	DuMont	Biow Co
Saturday Nite Film	Maywood Ford	KLAC-TV	Jack Vaughn

Saturday Night Revue Jack Carter Show	Campbell Soup Co.	NBC-TV	Ward Wheelock Co.
Saturday Night Revue Jack Carter Show	S. C. Johnson and Son, Inc. Wax and Allied Products	NBC-TV	Needham, Louis and Brorby, Inc.
Saturday Night Revue Jack Carter Show	Speidel Corp. Watch Bands	NBC-TV	Sullivan, Stauffer, Colwell and Bayles, Inc.
Saturday Night Revue Jack Carter Show	Swift and Co. Fresh and Canned Meats, Fats, Dairy Products, Baby Foods, Dog Foods, Plant Foods	NBC-TV	J. Walter Thompson Co.
Saturday Night Revue Jack Carter Show	Stephen E. Whitman and Sons, Inc. Whitman's Candies	NBC-TV	Ward-Wheelock Co.
Saturday Night Revue Jack Carter Show	Wildroot Co., Inc. Hair Tonic, Cream Oil	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Saturday Night Revue Jack Carter Show	Bensus Watch Co., Inc.	NBC-TV	J. D. Tarcher Co., Inc.
Saturday Night Revue Jack Carter Show	Crosley Div. AVCO Mfg. Corp. TV Sets, Refrigerators, Kitchen Units	NBC-TV	Benton and Bowles, Inc.
Saturday Night Revue Jack Carter Show	Minnesota Mining and Mfg. Co. Scotch Tape	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Saturday Night Revue Jack Carter Show	Radio Corp. of America 45 RPM Record Players, Records, Portables, Table Models	NBC-TV	J. Walter Thompson Co.
Saturday Night Revue Jack Carter Show	Snow Crop Marketers, Inc. Frozen Orange Juice, Fruits, Vegetables and Coffee	NBC-TV	Maxon, Inc.
Saturday Night Revue Jack Carter Show	The S. O. S. Company S.O.S. Cleaners	NBC-TV	McCann-Erickson, Inc.
Saturday Night Revue Jack Carter Show	Swift and Co. Fresh and Canned Meats, Fats, Dairy Products, Baby Foods, Dog Foods, Plant Foods	NBC-TV	J. Walter Thompson Co.
Saturday Night Revue Your Show of Shows	United Fruit Co. Bananas	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Sausage Sinema	Kowalski Sausage	WJKB-TV	Rex Advertising
Say It With Music	Wiedemann Beer	WLW-T	Strauchen & McKim
Schlitz Saturday Night Theatre	Jos. Schlitz Brewing Co.	WTMJ-TV	Young & Rubicam
Schmidt's Comedy Classics	Schmidt & Sons, Inc. Beer	WFIL-TV	Al Paul Lefton
School Talent Show	Menagian's Furniture Store	KPHO-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Science in Action	American Trust Co.	KGO-TV	McCann-Erickson
Scoreboard	Guild Wine	WXEL	
Scoreboard	Num-Num and Vitalis	WXEL	
Scrapbook of Melody	6th Ave. TV Co.	WSAZ-TV	
Sewing Circle	Sugar House Sewing Machine	KSL-TV	
Shadows of Mystery	Lee Motors Ford Autos	WSPD-TV	
Shawmut Nightly Newsteller	National Shawmut Bank	WBZ-TV	Biow Co.
Sheilah Graham	Sales Builders, Inc.	KNBH	Ted H. Factor Agency
Sherman Clay Music Room	Sherman & Clay	KING-TV	Pacific Natl.
Ship's Reporter	Capitol Sales New and Used Cars	WTMJ-TV	Dayton Johnson & Hacker
Ship's Reporter	Dr. Kenaga Optometrist	WSPD-TV	
Ship's Reporter	French Sardine Co.	WNBK	Rhodes & Davis
Ship's Reporter	Gray Jeweler—Henri Shoes	KOTV	
Ship's Reporter	Indiana Fur Co. Coats, Furs	WFBM-TV	
Ship's Reporter	Peerless Appl. Store	WHAM-TV	
Shop By Television	Hecht Co. Department Stores	WMAL-TV	Martin Advertising Agency
Shopping At Vandevors	Vandevors Dept. Store	KOTV	
Shopping Guide	J. F. Shuman & Son Real Estate	WLW-C	
Shopping Time at A. & S.	Abraham and Strauss Retail Mdse.	WABD	Keisewetter, Wetterau and Baker
Showtime U. S. A.	Dodge Div. of Chrysler Cars and Trucks	ABC-TV	Ruthrauff and Ryan
Sid Luckman Show	Karrall's Men's Wear	WGN-TV	
Sideline Salutes	DeSoto Dealers	WPTZ	Joseph Lowenthal Adv.
Sidewalk Interviews	Gilmer Motors; Walecco Candy Co.	WNHC-TV	Jerome O'Leary
Sing It Again	Carter Products, Inc. Aerial	CBS-TV	Sullivan, Stauffer, Colwell and Bayles, Inc.
Sing It Again	Luden's, Inc. All Products	CBS-TV	J. M. Mathes, Inc.

Sing It Again	Sterling Drug, Inc. All Products	CBS-TV	Dancer, Fitzgerald, Sample, Inc.
Singing Pastor	Superior Feed Mills	WKY-TV	James R. Reese
Slumber Time	Sealy Mattress	WXEL	
Small Fry	Cadbury-Fry America, Inc. Candy	DuMont	Ellington and Co.
Smilin' Ed McConnell	Brown Shoes Co.	NBC-TV	Leo Burnett Co., Inc.
So You Know Sports	Plymouth Dealers	WJKB-TV	Powell-Grant
So You Know Sports	Sterling Coal & Louis Rose DeSoto Dealer	WJKB-TV	Powell-Grant
Soiree With Sontag	Schneiderhahn-Zenith Zenith TV Sets	WOC-TV	
Somerset Maugham Show	Bymart Co., Inc. Tintair	CBS-TV	Cecil and Presbrey, Inc.
Songs by Jim Boyd	Army-Store Merchandise	WFAA-TV	Boyd Advtg. Agency
Sooner Shindig	Capitol Dist. Admiral TV & Appliances	WKY-TV	
Spade Cooley Show	Graybar Electric	KING-TV	Romig Fuller
Spade Cooley Show	Radio Tel. & Appl.	KING-TV	Fuller & Associates
Speak Up	Columbia Music & Appliance Store	WHAM-TV	W. W. O'Brien
Special Easter Menus	Delmar & Co.	WWJ-TV	
Speed Racing	Grand River Speedrome	WLAV-TV	
Speedwriting School	Russell Kelly	WWJ-TV	Holden, Clifford, Flint & Crall Cayton, Inc.
Sport Highlights of the Week	Bond Clothes, Inc.	NBC-TV	Meldrum & Fewsmit
Sport Interviews	Central Cadillac	KNBK	MacWilkins, Cole & Weber
Sport Thrills of a Lifetime	Fahey Brockman	KING-TV	Simons-Michelson
Sports Ace	Cunningham's	WWJTV	Storm Adv.
Sports Album	Harry Forman Clothing	WHAM-TV	
Sports Album	Metropolitan Buick (Cars)	WLW-T	
Sports Closeups	General Truck Sales	WLW-T	
Sports Closeups	Pontiac Dealers	WWJ-TV	J. MacManus & Adams Bernard Schnitzer
Sports Den	Hirsch & Price Men's Apparel Store	KGO-TV	
Sports Digest	Cols Chevrolet Dealers	WBNS-TV	Kight Advtg.
Sports Highlights	Peasles Gaulbert Appliances	WFBM-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Sports Hi-Lites	Bond Clothes Stores	WLW-TV	Telenews
Sports Interview	Philip Morris and Co., Ltd., Inc.	CBS-TV	Cecil and Presbrey, Inc.
Sports Page	Edgewater Appliances	WSPD-TV	Products Service Co.
Sports Page	Weather Seal	WOR-TV	Joseph Katz Agency
Sports Parade	Natl. Bohemian Beer	WMAL-TV	Allan Rieselbach Adv. Agency
Sports Parade	University-Chevrolet	WTTV	
Sports Picture	Independent Milwaukee Brewery Braumister Beer	WKRC-TV	
Sports Picture	Modern Finance	WTVN	Kelly & Lamb
Sports Review	Studebaker	WBZ-TV	Daniel L. Sullivan
Sports Scholar	Brylcreem	WWJ-TV	Atherton & Currier
Sports Showroom	Lincoln Mercury Dealers	WXYZ-TV	Kenyon & Eckhardt
Sports Special	Lunquist & Lilly	KING-TV	Fuller & Associates
Sports Spotlight	Kowalski	WJBK-TV	Rex Advertising
Sports Sticklers	Nicolay-Dancey New Era Petard Chips	WBNS-TV	Tom Schroeder
Sports Telescope	Dossin Foods (Pepsi Cola)	WJBK-TV	Simons-Michelson
Sports Tomorrow	Broadway Motors	KLAC-TV	Arc Advtg. Agency
Sports Views	Athletic Supply & Christian Sheidler	WSPD-TV	
Sportsreel	Union Outfitting Co.	WHAM-TV	Storm Adv.
Spot News	Belmont Typewriter	WGN-TV	
Spotlight on Tomorrow	General Electric Appliances	WLW-TV	Robert Acomb
Square Dance Party	McLaughlin Manor House Coffee	WOC-TV	Earle Ludgin
Star Gazing	Guitare Lipstick	KLAC-TV	Raymond Keane
Star of the Family with Morton Downey	Nash-Kelvinator Corp. Kelvinator Div	CBS-TV	Ceyer, Newell and Ganger, Inc.
Star of the Week	The Union Co. Men & Boys' Clothing	WLW-C	
Star Spangled Revue	Frigidaire Div. of Gen. Motors	NBC-TV	Foote, Cone and Belding, Inc.
Starlight Film Theatre	Stern & Co.	WFIL-TV	Franklin & Gladney, Inc.
Starlight Theatre	S. C. Johnson and Sons, Inc. Johnson's Wax	CBS-TV	Needham, Louis and Brorby, Inc.
Starlit Matinee	Mail Order Network	WOR-TV	Harold Kaye Advertising
Starlit Playhouse	Mail Order Network	WOR-TV	Harold Kaye Advertising

Starlit Stairway	R. R. Pressel Sausage Co.	WXYZ-TV	W. B. Doner
Starmaker Revue	Schiff Shoe Stores	WLW-T	L. F. Mueller
Starring the Editors	Star Market	WBZ-TV	Badger & Browning
Stars in Your Eyes	Phila. Assn. of Retail Druggists	WPTZ	J. Falkner Arndt
Stars of Tomorrow	Rubins Clothing	WGN-TV	
Stars Over Hollywood	Armour and Co. Dial Soap, Canned Meats, Dash Dog Food	NBC-TV	Foote, Cone and Belding, Inc.
Star Time	Food Store Programs Corp. Chain Store Food Products	DuMont	Franklin Bruck
Startime Theatre	Hale Bros. Appliances	KGO-TV	Goldthwaite-Smith
Stitch in Time	David Kauffman Sewing Machine	WMAR-TV	P. Kay Adv.
Stop, Look & Listen	Transport Indemnity Co. Auto Insurance	KECA-TV	David S. Hillman, Inc.
Stop the Music	Admiral Corp.	ABC-TV	Kudner Agency
Stop the Music	Lorillard, P., Co. Old Gold Cigarettes	ABC-TV	Lennen and Mitchell, Inc.
Stop the Record	Cribben & Sexton Universal Ranges	WGN-TV	
Story Theatre	Brown Chevrolet & Brownbilt Shoes	WHAM-TV	Hav Nash Associates
Story Theatre	Durkee Foods	KECA-TV	Emil Reinhardt Adv.
Story Theatre	Kann's Department Store	WMAL-TV	Henry J. Kaufman & Associates
Story Theatre	Niss Furniture Co. Furniture	WTMJ-TV	Dayton Johnson & Hacker
Story Theatre	Oklahoma Gas & Electric Co.	WKY-TV	
Story Theatre	Red Top Brewery	WTVN	Ruthrauf & Ryan
Story Theatre	Sealy Mattress	WXEL	
Strange Adventure	Central Bldg. & Loan	KNBH	Byer & Bowman
Strange Adventure	Hancock Oil Co.	WHAM-TV	Ruthrauff & Ryan
Strange Adventure	Hudson Dealers	WPTZ	Storm Advtg.
Strange Adventure	Stuart Louchheim Servel Refrigerators		Ed Shapiro Adv. Agency
Strange Adventures	Renbergs Clothing	KOTV	Chapman Co.
Stranger Than Fiction	Challenge Creamery & Butter Assn.	KTSL	Ross Sawyer Advtg.
Stranger Than Fiction	Coal Dealers Assn.	KSL-TV	Lou Larsen
Stranger Than Fiction	Gallant Lumber Co.	WSPD-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Stranger Than Fiction	New Home Appliance Chrysler	WLAV-TV	
Stranger Than Fiction	Safeway Stores	WKY-TV	
Studebaker Mystery Hour	Studebaker Dealers of Wisconsin	WTMJ-TV	Roche, Williams & Cleary
Studio One	Westinghouse Electric Corp.	CBS-TV	McCann-Erickson, Inc.
Style Show	Wurzburg Dept. Store	WLAV-TV	Wallace-Lindeman, Inc.
Sunday Meeting	TV Productions, Inc.	WTVN	
Sunday Playhouse	Budd & Co. A. J. Allen Co., Inc.	WLW-C	
Sunday Playhouse	Friedman Furniture	WLW-T	Creative Advertising
Sunday Serenade	Ohio Radiant Glass Heater	WXEL	
Super Circus	Canada Dry Ginger Ale, Inc.	ABC-TV	J. M. Mathes, Inc.
Super Circus	M. & M., Ltd. Coca-Cola Bottling Co.	ABC-TV	Wm. Esty Co.
Super Circus	Peters Shoe Co.	ABC-TV	Henri, Hurst, and McDonald, Inc.
Susan Adams	Clinton Foods Canning Frozen Orange Juice	WABD	Maxon, Inc.
Suspense	Electric Auto-Lite Co.	CBS-TV	Cecil and Presbrey, Inc.
Table for Two	Hudepohl Beer	WLW-T	Stockton-West-Burkhardt
Tailwaggers	Arcade Pontiac	WMAL-TV	Kal- Ehrlich & Merrick
Take a Chance	Nestle Co., Inc.	NBC-TV	Cecil & Presbrey, Inc.
Talent Prospector	Maceys Jewelers	KGO-TV	Jane Nuttall
Talking With Toni	Rosen Bakery & Walton Rugs	WGN-TV	
Tea to Green	Littler's	KING-TV	Romig Fuller
Tel-A-Shop	Marks Isaacs Deer Store	WDSU-TV	
Tele Newsreel	Morley Bros. RCA-TV, Inc.	WLAV-TV	
Telenews	Deseret News Newspaper Service, Inc.	KSL-TV	
Telenews	Dixie Brewing Co.	WDSU-TV	Sewell, Thompson & Caire

Telenews	Indianapolis Morris Plan Savings & Loan	WFBM-TV	Tevie Jacobs
Telenews	Shopping Centers & Horn Co	WXEL	
Telenews Ace	Cunningham Drugs	WJBK-TV	Simons-Michelson
Telenews Daily	Doyle Main Motors	WHAM-TV	W. W. O'Brien
Telenews Daily	Learbury Clothing	WHEN	Direct
Telenews Daily	Valley Forge Distributing Co. Beer	WMAL-TV	Alvin Epstein Agency
Telenews Weekly	Bresee & Salina Chevrolet	WHEN	Direct
Telenews Weekly	First Wisconsin National Bank	WTMJ-TV	Marvin Lemkuhl
Telenews Weekly	Rochester G & E	WHAM-TV	Hart-Conway Co., Inc.
Telenews Weekly	Syracuse Savings Bank	WHEN	Edmondburg-Wilson
Telenews Weekly Newsreel	Wynn Oil Co.	KECA-TV	Batten, Barton, Durstine & Osborn, Inc.
Telenews Weekly Newsreel	Wynn Oil Co.	KECA-TV	Batten, Barton, Durstine & Osborn, Inc.
Teleshopper	Z. C. M. I. Dept. Store	KSL-TV	David W. Evans
Telesports Digest	Buffalo Zone Chevrolet Dealers	WHAM-TV	Campbell-Ewald
Telesports Digest	Chevrolet—Buffalo Zone	WICU	Campbell-Ewald
Tele-Teen Reporter	Budget-Pack, Inc. Food Packagers	KECA-TV	Ted Factor
Tele-Teen Reporter	Yeakel Motors	KLAC-TV	Melvin, Newell & Rector
Television Kitchen	Philadelphia Electric Co.	WPTZ	Al Paul Lefton
Television Matinee	Feature Films	WSAZ-TV	
Television Matinee	Philadelphia Gas Works	WPTZ	John Falkner Arndt
Television Matinee	Walgreens	WGN-TV	
Television Review	R. H. White's Department Store	WBZ-TV	Robert J. Enders
Teller of Tales	Bymart, Inc. Tintair	CBS-TV	Cecil and Presbrey, Inc.
Test the Press	Stark & Wetzel Meat Products	WFBM-TV	Jim Baker & Associates
Texaco Star Theatre	The Texas Co. Gasoline, Oil, Grease, Custom	NBC-TV	Kudner Agency, Inc.
Tex Williams & His Western Caravan	L. A. Hudson Dealers	KNBH	Lisle Sheldon Agency
The Aldrich Family	General Foods Co. Jell-O, Corn Starch, Tapioca	NBC-TV	Young and Rubicam, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
The Arthur Murray Show	Arthur Murray, Inc. Dance Studios	ABC-TV	Huber Hoge and Sons, Inc.
The Arthur Murray Show	Arthur Murray Schools of Dancing	DuMont	Dorland, Inc.
The Bible Heralds	7th Day Adventists	WAAM	Chesapeake Advtg. Co.
The Big Story	American Cig. and Cigar Co., Inc. Paul Mall Cigarettes	NBC-TV	Sullivan, Stauffer, Colwell and Bayles, Inc.
The Billy Rose Show	Hudson Motor Car Co.	ABC-TV	Brooks, Smith, French & Dorrance, Inc.
The Billy Tilton Show	Billy Tilton	WXEL	
The Bunk House	Borden's Instant Hot Chocolate	WHEN	Duane Jones & Co.
The Bunk House	Blossom-Sweet Honey	WHEN	Direct
The Clock	Lever Brothers Co. Lux, Rinso, Spry, Peppermint	NBC-TV	J. Walter Thompson Co.
The Clock	Emerson Radio and Phonograph Co., Inc. Radios, TV Sets, and Phonographs	NBC-TV	Foote, Cone and Belding, Inc.
The Colgate Theatre	Colgate-Palmolive-Peet Co. Vel, Lustre-Cream, Ajax, Palmolive Soap	NBC-TV	Wm. Esty Co.
The Comedy Hour	Colgate-Palmolive-Peet Co. Vel, Lustre-Cream, Ajax, Palmolive Soap, Halo Shampoo, Colgate Dental Cream	NBC-TV	Sherman and Marquette
The Eagles Nest	C. Schmidt & Sons, Inc. Beer		Al Paul Lefton
The Faye Emerson Show	Pepsi-Cola	WFIL-TV	Biow
The Fishing and Hunting Club of the Air	Mail Pouch Tobacco Co. Kentucky Club Tobacco	DuMont	Walker and Downing
The Foster Brooks Show	Dixie Laundry, Girdler Motors	WAVE-TV	
The Frank Brookhouser Show	Motorola	WFIL-TV	Silver Advtg. Agency
The Gobby Hayes Show	Quaker Oats Co. Puffed Wheat, Quaker Oats, Puffed Rice, Mother Oats, Aunt Jemima Pancake Flour and Cake Mixes	NBC-TV	Sherman and Marquette
The Game	N. O. Homestead League	WDSU-TV	E. V. Brinckerhoff
The Girls	Oklahoma Gas & Electric Co. Appliances	WKY-TV	
The Goldbergs	General Foods Corp. Sanka	CBS-TV	Young and Rubicam, Inc.

The Handy Man	Gimbel Bros. Department Store	WPTZ	
The Hank McCune Show	Peter Paul, Inc. Peter Paul Candy	NBC-TV	Maxon, Inc.
The Kate Smith Hour	Minute Maid Corp. Frozen Orange Juice	NBC-TV	Ted Bates, Inc.
The Kate Smith Hour	American Home Products Aerowax, Duff's Mixes, Clapp's Baby Foods, Chef Boy-ar-dee, G. Washington Coffee, Wizard Wick Deodorizer, Autobrite Car Polish, Black Flag Insecticides	NBC-TV	W. Earl Bothwell, Inc.
The Kate Smith Hour	Durkee Famous Foods, Inc. Margarine	NBC-TV	Meldrum and Fewsmith, Inc.
The Kid From Powder River Ranch	Assoc. Food Brokers, Inc.	KECA-TV	Moeller Advtg.
The Life of Riley	Pabst Sales Co. Beer, Ales and Hoffman Beverages	NBC-TV	Warwick and Legler, Inc.
The Linton Show	Linton's Restaurants	WFIL-TV	Lamb & Keen
The Magic Lady	Lit Bros. Dept. Store	WFIL-TV	
The Merry Mutes	Honor Brand	WAGA-TV	
The Most Important People	Gerber Products Co. Baby Foods	DuMont	Federal Advtg.
The Motor Mart	Paul T. Henson Co. Autos	WHEN	
The Open Bible	Church of the Open Bible	WAAM	Louise Waite
The Other Man	Demonstration Service Corp. Set of Four	WOC-TV	O'Neil, Larson & McMahon
The Outdoorsmen	Leonard Niederriter Co.	WICU	
The Pee Wee King Show	Taylor Drug Stores	WAVE-TV	
The Peter Lind Hayes Show	The Borden Co. Instant Coffee	NBC-TV	Kenyon and Eckhardt, Inc.
The Robbin's Nest	Exquisite Form Brassieres, Inc. Brassieres	ABC-TV	Brandford Adv., Inc.
The Ruggles	Kraft Foods Co.	KECA-TV	J. Walter Thompson
The Ruggles	Lewis Food Co. Dog Food	KECA-TV	Rockett-Lauritzen

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
The Show Goes On	American Safety Razor Co. Razors, Blades, Cigarettes, Lighters, Cameras and Camera Equipment	CBS-TV	McCann-Erickson, Inc.
The Show Goes On	Columbia Records, Inc.	CBS-TV	McCann-Erickson, Inc.
The Silver Theatre	International Silver Co. Sterling and 1847 Rogers Brothers Silver	CBS-TV	Young and Rubicam, Inc.
The Speidel Show—What's My Name	Speidel Corp. Watch Bands	NBC-TV	Sullivan, Strauffer, Colwell and Bayles, Inc.
The Sports Almanac	Fesenmeier, West Va. Beer & Ale	WSAZ-TV	Robert Porter King
The Sports Desk	East End Nash	WXEL	
The Sportscope	Muriel Cigars	WHEN	Lenner & Mitchell
The Stu Erwin Show	General Mills, Inc. Cereals, Betty Crocker Devil Cake Mix, Fungler Cake Mix, Cookie Mix	ABC-TV	Dancer, Fitzgerald, Sample, Inc.
The Toy Shop	The Toy Shop	KING-TV	
The Warren Hull Show	Doubleday and Co., Inc. Books	NBC-TV	Huber Hoge and Sons
The Wayne King Program	Standard Oil Co. of Indiana	NBC-TV	McCann-Erickson, Inc.
The Weather Man	Omar Bakeries, Inc.	WFBM-TV	Fitzmorris & Miller
The Web	P. Lorillard Co. Embassy Cigarettes	CBS-TV	Geyer, Newell and Ganger, Inc.
The Week in Sports	L. Strauss & Co. Men's Clothing	WFBM-TV	
The Whirligig Show	RCA Victor 45 RPM Records	WPTZ	J. W. Thompson
The Whirligig Show	Supplee-Wills-Jones Milk Co. Ice Cream	WPTZ	N. W. Ayer
The World Today	Bob Dunn's Used Cars	KING-TV	Fuller & Associates
The Wrestling Scene	Homecraft Publishing Co. Wrestling Book	DuMont	Huber Hoge and Sons
Theatre Hour	Nash Motors	WXYZ-TV	Geyer, Newell & Ganger
Theatre of Romance	Wm. A. Lewis Clothing	WGN-TV	
Think Fast	Columbia Music & Appl. Store	WHAM-TV	W. W. O'Brien
This Is Baltimore	Savings Bank of Balto.	WMAR-TV	Mahool Adv., Inc.
This Is History	Big Bear Markets	WWJ-TV	W. B. Doner

This Is Show Business	American Tobacco Co. Lucky Strike Cigarettes	CBS-TV	Batten, Barton, Durstine & Osborn, Inc.
This Is Show Business	AVCO Mfg. Corp. Crosley Div. Radios, Televisions, Refrigerators, Electric Ranges	CBS-TV	Benton and Bowles, Inc.
This Is Your Zoo	Hauswald Bakeries	WAAM	H. W. Buddemeier Co.
This Week in Sports	Brokaw-Bauer Chevrolet	KTSL	Allied Advtg.
This Week in Sports	Dodge Dealers	WJBK-TV	Ruthrauff & Ryan
This Week in Sports	T. C. Esser Co. Paints	WTMJ-TV	Morrison Advertising
This Week in Sports	Gerlinger Equipment Co.	WSPD-TV	Cye Landy
This Week in Sports	The Kane Co.	WTVN	Direct
This Week in Sports	Motorcycle Service	WLW-T	Henry J. Kaufman & Associates
This Week in Sports	Onondaga County Savings Bank	WHEN	Ruthrauff & Ryan
This Week in Sports	Trew Motor Co.	WMAL-TV	A. L. Palmer & Associates
Three City Final	Red Top Beer	WLW-T	
Three Sentinels	Wm. S. Moore, Inc. Sentinel TV Sets	WLW-C	
Through the Hoop	Model Shoe Stores	WKRC-TV	Dubin Adv. Agency
Through Wendy's Window	AlSCO, Inc. Storm Doors and Windows	NBC-TV	Simons-Michelson The Biddle Co.
Tiger Women	People's Outfitting	WJBK-TV	J. F. Gelders
Tim Tyler	Paul F. Beich Co. Whiz Candy Bar	WKRC-TV	Doyle, Dane & Birnbach
Time for Beany	Hawks Dairy	KOTV	Grant Advertising, Inc.
Time for Beany	Hygrade Foods	WXYZ-TV	Brandell & Powell, Inc.
Time For Beany	Reddi-Wip Manufacturing Co.	WOR-TV	
Tiny Fairbanks at Home	Hairvac Sales Co.	WOR-TV	
Tips for Tinkers	Phil Reed Co. Insulation, Attic Fans	WKY-TV	
To Peggy (or) To Jim	Hamilton Watch Co.	WLAV-TV	Batten, Barton, Durstine & Osborn, Inc.
Toast of the Town	Lincoln Mercury Dealers	CBS-TV	Kenyon and Eckhardt, Inc.
Today's News	Central Cadillac	WNBK	Meldrum & Fewsmith
Today's News	Horn Co. Automotive Accessories	WXEL	
Toledo Spotlight	Lane Drugs	WSPD-TV	
Tom Corbet—Space Cadet	Kellogg Co.	CBS-TV	Kenyon and Eckhardt, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Tomorrow's Headlines	Hastings Men's Store (Co-op with Liza Hats)	KCO-TV	
Toni Twin Time	The Toni Co. Div. of Gillette Safety Razor Co. Toni Home Wave	CBS-TV	Foote, Cone and Belding
Tonight's Headlines	Farmer's Insurance Group	KECA-TV	Ted H. Factor
Tony Grant's Stars	Videlan Hair Products	WFIL-TV	Cox & Tanz
Top the Champ	Shuffle Bowling League	WFIL-TV	Weightman, Inc.
Top View in Sports	American Brewing Co.	WDSU-TV	Walker Saussy
Top Views in Sports	Berghoff Brewing Co.	WLAV-TV	George Hartman Co.
Top Views in Sports	Brown Chevrolet	WHAM-TV	Hav Nash Association
Top Views in Sports	Coker-Butler Pontiac Cars & Service	WKY-TV	
Top Views in Sports	Les Taylor Motors Dodge & Plymouth Cars	KSL-TV	David W. Evans
Top Views in Sports	McGranahan Electric Appliances	WSPD-TV	
Top Views in Sports	Pontiac Dealers	WWJ-TV	J. MacManus & Adams
Top Views in Sports	Regal Amber Brewing Co.	KNBH	Abbott Kimball Co.
Top Views in Sports	Regal Motors	WTMJ-TV	Dayton Johnson & Hacker
Top Views in Sports	Rosenblum's	WNBK	Lustig Adv. Agency
Top Views in Sports	Sinclair Refining	WXYZ-TV	Morey, Humm & Johnstone
Top Views in Sports	August Wagner Brewery	WLW-C	Byer & Bowman, Inc.
Touchdown	DeSoto Dealers of Cincinnati	WKRC-TV	
Touchdown	Gen. Electric Dealers	WBNS-TV	
Touchdown	Home Finance Co.	WDSU-TV	
Touchdown	Pilot Life Ins. Co.	WBTW	Walter Klein Agency
Touchdown	Earl Scheib Co. Auto Painting	KTSL	Dean Simmons
Touchdown	Z. C. M. I. Dept. Store	KSL-TV	David W. Evans
Touchdown Highlights	Arizona Brewing Co.	KPHO-TV	
Touchdown Thrills	Pilot Life Ins. Co.	WFMY-TV	Walter Klein Co.
Touchdown Tips	Wilens Shoe	KING-TV	Fuller & Associates
Treasury Men in Action	Chrysler Sales Div.	ABC-TV	McCann-Erickson, Inc.
Truth or Consequence	Philip Morris Co., Ltd., Inc.	CBS-TV	The Biow Co., Inc.

Turner's Arena Boxing	Globe Brewing Co.	WAAM	Ruthrauff & Ryan
TV Beauty Contest	Tavxern Pale Beer	WGN-TV	
TV Coming Attractions	RCA-Victor Dist.	WSAZ-TV	
TV Digest Film Theatre	TV Digest	WFIL-TV	
TV Newsreel	Raymond Rosen & Co. RCA Products	WFIL-TV	Al Paul Leffon
TV Nickelodeon	Roberts Gordon	WWJ-TV	Shutran-Mahlin
TV-O	Lawry's Products, Inc.	KNBH	Calif. Adv. Agency
TV Ranch	Jersey Bread Co. Bread	WSPD-TV	
TV Weatherman	Omar Baking Co.	WBNS-TV	Fitzmorris & Miller
Tradin' Post	Wm. S. Moore, Inc. Kalamazoo Appliances	WLWC	A. L. Palmer & Associates
Trading With Traders	Traders Furniture Store	KPHO-TV	
Trail of the Rocket	Ol'smobile Div. Gen. Motors	WWJ-TV	D. P. Brother Co.
Travels in Space	Irv Pollock Mercury Auto	WSPD-TV	
Tricks With Tops	Cherio Toys	WWJ-TV	Simmons-Michelson
Trupak Movie Time	Trupak Canned Foods	KGO-TV	Honig-Cooper
Twelfth Street Market	12th Street Market	WICU	
Twenty Questions	Ronson Art Metal Works, Inc. Ronson Lighters	ABC-TV	Grey Advertising Agency, Inc.
Twenty Questions	Ronson Art Metal Works	WOR-TV	Grey Advertising Agency, Inc.
Twenty-five Years of Progress	Dutcher Realty Co.	WLAV-TV	
Two for the Show	Ford Dealers	WOC-TV	J. Walter Thompson
Two Grand	Dainty Dot Hosiery	WBZ-TV	Arnold & Co.
Under Bam's Clock	L. Bamberger & Co.	WATV	
Univ. of Cincinnati Basketball Games	Pontiac Dealers of Cincinnati	WKRC-TV	Robert Acomb, Inc.
U. of M. Films	Ford Dealers	WWJ-TV	J. Walter Thompson
Univ. of N. C. Football Games	Gen. Elec. Supply Corp.	WFMY-TV	

U

TITLE

SPONSOR-PRODUCT

STATION

ADVERTISING AGENCY

U. of Pa. Football Games	Atlantic Refining Co.	WPTZ	N. W. Ayer
Unk and Andy	Carpenter Baking Co. Bread	WTMJ-TV	W. E. Long
Unk 'N Andy	Polk M.k Co.	WFBM-TV	
Value Varieties	Shillito Dept. Store	WLW-TV	Dinerman & Co.
Vanity Fair	Fashion Frocks, Inc.	CBS-TV	Franklin Bruck Adv. Co.
Vanity Fair	Maiden Form Brassieres Co.	CBS-TV	Wm. H. Weintraub and Co., Inc.
Vanity Fair	Owens-Corning Fiberglas, Inc. Fiberglass Curtains	CBS-TV	Fuller and Smith, and Ross, Inc.
Vanity Fair	Seeman Brothers, Inc. Air Wick	CBS-TV	Wm. H. Weintraub and Co., Inc.
Vaughn Monroe Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS-TV	Wm. Esty and Co., Inc.
V-I-D-E-O	P. & C. Co-operative Food Store	WHEN	Direct
Video Varieties	TV Productions, Inc.	WTVN	
Vienna Philharmonic	Olympia Brewing	KING-TV	Botstorf, Constantine & Garne
Views of News in England	Boston Post	WBZ-TV	Chambers & Wiswell
Vitamax	National Foods Institute	WOR-TV	Foster & Davies, Inc.
Voice of Enquirer	Cincinnati Enquirer	WLW-TV	Dinerman & Co.
Voice of Firestone	Firestone Tire and Rubber Co.	NBC-TV	Sweeney and James Co.
We, the People	Gulf Oil Corp. Gasoline, Oil, Lubricants, Tires, Insecticides	NBC-TV	Young and Rubicam, Inc.
Weather	Walton Motors	WGN-TV	
Weathercast	Mercantile Natl. Bank of Dallas	WFAA-TV	Ratcliffe Advertising
Weather Show	Piggskin Davis Furniture	KOTV	
Weatherseal Concert	Weatherseal Co.	WNBK	
Weatherwane	McCullough Chevrolet	WJBK-TV	Rex Advertising
Weekly News Digest	Graybar Elec. Co. Raytheon TV Sets	WDSU-TV	
Weekly Newsreel	Kurtz Furniture	WNBK	Edward Hibshman & Associates

Western Feature	Belmont Television Corp.	KTSL	Beaumont & Hohman Co.
Western Starlit Playhouse	Mail Order Network	WOR-TV	Harold Kaye Advertising
Western Theatre	Swan Cleaners	WLWC	Cye Landy Agency
What Am I Bid?	Walker's, Inc. Men's Furnishings	WBNS-TV	
What's Cooking	La Louisiane Restaurant	WDSU-TV	
What's My Line	Jules Montanier, Inc. Stopette	CBS-TV	Earl Ludgin and Co.
What's Offered?	TV Premium Plan, Inc.	WOR-TV	Kiores & Cater, Inc.
What's Offered?	TV Premium	WBZ-TV	Gasper Gordon
What's the Name of That Song?	Thrifty Drug Stores	KTSL	Weinberg Advertising
What's the Record	Hill Dist. Co. Beer	WBNS-TV	
What's the Record	Nash Motors	WXEL	
What's the Record	Sears Roebuck Co.	WLAV-TV	
What's the Weather	Raymond Rosen & Co. Bendix, Kelvinator	WFIL-TV	Al Paul Lefton
White Magic	White Roofing Co.	WAGA-TV	
White Sox Baseball Games	Fox Alpine Beer	WLAV-TV	Ralph Sharp & Associates
Who's News	Southwest Ford—Auto Dealer	WXEL	
Who Said That?	Columbia Music & Appl. Store	WHAM-TV	W. W. O'Brien
Who Said That?	McLaughlin Manor House Coffee	WLAV-TV	Earle Ludgen & Co.
Who Said That?	The Pure Oil Co.	WFMY-TV	Leo Burnett Co., Inc.
Who Said That?	Schmidt Brewing Co. Beer	WPTZ	Al Paul Lefton
Why Worry—See Murray	Murray Auto Exchange	WABD	White, Burk and Barnes, Adv. Agency, Inc.
Wild West Theatre	Allied Music Sales	WJFK-TV	
Women in the News	Allison-Erwin Gibson Appliances	WBTW	
Women in the News	Central Bldg. & Loan	WBNS-TV	Byer & Bowman
Women in the News	Mrs. Karl's Bakeries Bread	WTMJ-TV	Stone-O'Halloran
Women in the News	Lion Store Department Store	WSPD-TV	
Women in the News	People's Outfitting	WHAM-TV	Hav. Nash Associates
Women in the News	Rhodes Furniture Co.	WFMY-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Women in the News	John V. Schultz Furniture Co.	WICU	
Women in the News	Sears Roebuck Co.	WLAV-TV	
Women's Golf	Coca Cola	WLAV-TV	
Woods & Waters	Harvey Mack Pontiac Dealer	WXYZ-TV	
Word of Life	Word of Life Fellowship	WATV	
World Adventure Series	E. B. Brink Insurance Agency	WXYZ-TV	
World News	Frigidaire	WAGA-TV	
World News	Couldman Tabor Pontiac Co.	WAGA-TV	
W			
World of Yesterday	Hudson Dealers	WXEL	
World of Yesterday	Hudson Dealers of Cuyahoga City	WNBK	Fuller & Smith & Ross
Wrestling	Howard Buick Co.	KTSL	20th Century Advertising
Wrestling	Columbia Music & Appl. Store	WHAM-TV	W. W. O'Brien
Wrestling	E & B Brewing	WSPD-TV	
Wrestling	Erie Brewing Co.	WICU	Yount Agency
Wrestling	Falstaff Brewing Co. Beer	WKY-TV	Dancer, Fitzgerald & Sample
Wrestling	A. Gettelman Brewing Co. Beer	WTMJ-TV	Hoffman & York
Wrestling	Hornung Brewing Co.	WFIL-TV	Clement Co.
Wrestling	Love Electric Co.	KING-TV	Keene & Keene
Wrestling	Maier Beer	KLAC	Brow Co.
Wrestling	Maison Blanche Dept. Store	WDSU-TV	Fitzgerald Agency
Wrestling	National Brewing Co. Beer	WMAR-TV	Owen & Chappell
Wrestling	Prince Range	WATV	

Wrestling From Broadway Arena	Seidenberg Cigars	WOR-TV	Lewis Advertising Agency
Wrestling	Seven-Up Bottling Co.	WDSU-TV	Fitzgerald Agency
Wrestling	Sinclair	WGN-TV	
Wrestling from CBS	Atlas Garage	WJBK-TV	
Wrestling from Chicago	Progress Brewing Co. Beer	WKY-TV	George Knox
Wrestling from Chicago	C. Schmidt & Sons, Inc. Beer	WFIL-TV	Al Paul Lefton
Wrestling from Chicago	Speedway Petroleum Corp.	WJBK-TV	W. B. Doner Co.
Wrestling from Hollywood	Davenport Nash, Inc. Nash Cars	WOC-TV	
Wrestling from Hollywood	Ripley Clothes	WFIL-TV	The Bobley Co.
Wrestling from Jamaica Arena	Frost Refrigeration, Inc.	WOR-TV	Getschel & Richard, Inc.
Wrestling from Marigold	Aluminum Storm Sash & Screen	WLAV-TV	
Wrestling from Music Hall	Sinclair Refining	WWJ-TV	Morey, Humm & Johnstone
Wrestling from Ocean Park	Harry Green, Inc.	KECA-TV	W. McCreery Advtg.
Wrestling from Rainbo	Downtown Hudson Motor Cars	WLAV-TV	
Wrestling from St. Nick's	Washington Breweries Bee	WBNS-TV	
Wrestling Interviews	Cigar Enjoyment Parade in Behalf of Cigar Industry	ABC-TV	Wesley Association
Wrestling Matches	Sinclair Refining Co. & Phillips TV, Radio & Appliance Co.	WMAL-TV	Owen & Chappell; Cohen & Miller Advertising Agency
Wrestling Scene Interview	Radio Offers Co. Pipes	ABC-TV	Huber Hoge and Sons, Inc.

X Y Z

Yard 'N Garden	Heman Mfg. Co.	WNBK	Lang Fisher & Stashower
Year End Tele News	P. Ballantine and Sons Beer	NBC-TV	J. Walter Thompson Co.
Yellow Cab Revue	Yellow Cab Co.	WFIL-TV	Al Paul Lefton
Yesterday's Newsreel	Brondes Studebaker Autos	WSPD-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Yesterday's Newsreel	Kingsbury Breweries	WTMJ-TV	Barnes Advertising
Yesterday's Newsreel	Oil Heat Assoc. of Md.	WMAR-TV	Mahool Adv., Inc.
Yesterday's Newsreel	Pancake Realty Co.	WSAZ-TV	Kenyon & Eckhardt W. Esty Co.
Yesterday's Newsreel	Pief's Beer	WFIL-TV	Lindsey & Co.
Yesterday's Newsreel	Southern Biscuit Co.	WBTV	Lindsey & Co.
Yesterday's Newsreel	Coke's - Cola Southern Biscuit Co.	WMAL-TV	Lindsey & Co.
Yesterday's Newsreel	Standard Humphy-Dumpty Stores	WKY-TV	
Yesterday's Newsreel	Tenenbom's, Inc.	WOC-TV	
You Are An Artist	ROVER University-Chevrolet	WTTV	
You Are An Artist	Doubleday and Co.	WABD	Huber Hoge and Sons, Inc.
You Are An Artist	BOOKS Doubleday and Co., Inc.	NBC-TV	Huber Hoge and Sons, Inc.
You Can Dance	Great Western Champagne	WHAM-TV	Charles Rumrill Co.
You Can't Lose	H. L. Green Sc & 10c Store	KEYL	
You Have a Date at the Waldorf	General Motors Corp.	CBS-TV	Kudner Agency, Inc. Storm Adv.
Your Beauty Clinic	Levin Fur Store & Perry Florist	WHAM-TV	
Your Day-Time Shopper	Dey Brothers Dept. Store	WHEN	
Your Home Repair Man	BOOKS Doubleday and Co., Inc.	NBC-TV	Huber Hoge and Sons, Inc.
Your Hit Parade	The American Tobacco Co.	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Your Problem Panel	Komiss	WGN-TV	
Your Success Club	PAKS Crossett and Dunlap	WABD	Madison Adv. Agency
Your TV Shopper	BOOK STORE W. T. Grant Co.	WHEN	Direct
Youth Has Its Say	Junior Chamber of Commerce	WTVN	
Youth on the March	Young People's Church of the Air	ABC-TV	J. M. Camp and Co.
Zoo Parade	Ken-L-Bron Day Fall Quaker Oats Co.	NBC-TV	Ruthrauff and Ryan, Inc.

TELEVISION LIBRARY

Courtesy Frances Sprague, General Librarian,
National Broadcasting Co., Inc.

- THE BEST TELEVISION PLAYS OF THE YEAR, edited by W. I. Kaufman. N. Y. Berlin Press. 1950.
- BROADCAST FINANCIAL DATA 1949. Washington, D. C. Federal Communications Commission. 1950.
- COST FACTORS IN TV STATION OPERATIONS. Washington, D. C. National Association of Broadcasters. 1950.
- DUNLAP'S RADIO & TELEVISION ALMANAC, by O. E. Dunlap. N. Y. Harper. 1951.
- FUNDAMENTALS OF TELEVISION, by Murray Bolen. Hollywood Radio Publishers. 1950.
- THE GREAT AUDIENCE, by G. B. Seldes. N. Y. Viking Press. 1950.
- A GUIDE TO RADIO-TV-WRITING, by L. R. Campbell, H. E. Heath and R. V. Johnson. Ames. Iowa State College Press. 1950.
- HANDBOOK ON TELEVISION ADVERTISING. Part 1. Production Pointers—for more effective commercials. N. Y. Broadcast Advertising Bureau. 1950.
- HOW TO GET INTO RADIO & TELEVISION, by Doris Sharp. N. Y. County Press, Inc. 1950.
- MOVIES FOR TELEVISION, by J. H. Battison. N. Y. Macmillan. 1950.
- OPPORTUNITIES IN TELEVISION, by Jo Ranson & Richard Pack. N. Y. Vocational Guidance Manuals. 1950.
- PRACTICAL TELEVISION ENGINEERING, by Scott Helt. N. Y. Murray Hill. 1950.
- PRACTICAL TELEVISION SERVICING & TROUBLE SHOOTING MANUAL. N. Y. Greenberg. 1950.
- PRINCIPLES OF TELEVISION RECEPTION, by A. W. Keen. London. Pitman. 1949.
- PROBLEMS IN ANNOUNCING FOR RADIO & TELEVISION, by L. D. Barnhart. Evanston, Ill. Student Book Exchange. 1950.
- QUESTIONS & ANSWERS IN TELEVISION ENGINEERING, by C. V. Rabinoff and M. E. Wolbrecht. N. Y. McGraw-Hill. 1950.
- RADIO & TELEVISION ACTING, by Edwin Duerr. N. Y. Rinehart, 1950.
- RADIO & TELEVISION WRITING, by Max Wylie. rev. & enl. ed. N. Y. Rinehart, 1950.
- RADIO TELEVISION & SOCIETY, by C. A. Siepmann. N. Y. Oxford University Press. 1950.
- SCIENCE VIA TELEVISION, by Lynn Poole. Baltimore. Johns Hopkins Press. 1950.
- TV AND OTHER RECEIVING ANTENNAS, by A. B. Bailey. N. Y. John P. Rider, Publisher. 1950.
- TV INSTALLATION TECHNIQUES, by S. L. Marshall. N. Y. John F. Rider, Publisher. 1950.
- TV MASTER ANTENNA SYSTEMS, by Ira Kamen and R. H. Dorf. N. Y. John F. Rider, Publisher. 1951.
- TELEVISION. V. 5. 1947-48, V. 6. 1949-50, by RCA. Princeton. RCA Laboratories, Inc. 1950.
- TELEVISION & FM ANTENNA GUIDE, by E. M. Noll and Matthew Mandl. N. Y. Macmillan. 1951.
- TELEVISION & FM RECEIVER SERVICING, by M. S. Kiver. (2nd Ed.) N. Y. Van Nostrand. 1950.
- TELEVISION EMPLOYMENT & WAGES. Report #3. Washington, D. C. National Association of Broadcasters. 1950.
- TELEVISION FACTBOOK #12. 1951. Washington, D. C. Television Digest. 1951.
- TELEVISION. JOB OPPORTUNITIES IN PROGRAMMING. Pasadena. Western Personnel Inst. 1950.
- TELEVISION MANUAL. Vols. 4 and 5, N. Y. John F. Rider, Publisher. 1950.
- TELEVISION PROGRAMMING & PRODUCTION, by R. W. Hubbell. (2nd ed.). N. Y. Rinehart. 1950.
- TELEVISION RECEIVING EQUIPMENT, by W. T. Cocking. (3rd ed.). London. Iliffe. 1950.
- TELEVISION SERVICING, by W. H. Buchsbaum. N. Y. Prentice Hall. 1950.
- TELEVISION SERVICING, by Solomon Heller & Irving Shullman. N. Y. McGraw-Hill. 1950.
- TELEVISION SERVICING FOR RADIIOMEN, by H. P. Manly. Chicago. F. J. Drake & Co. 1949.
- TELEVISION SIMPLIFIED, by M. S. Kiver. (3rd ed.). Van Nostrand. 1950.
- TRAILBLAZER TO TELEVISION. The story of Arthur Korn, by E. P. Korn and Terry Korn. N. Y. Scribner. 1950.
- WRITING FOR TELEVISION, by Eric Heath. Los Angeles. Research Pub. Co. 1950.

FM Broadcast Stations In Operations As of Jan. 1, 1951

ALABAMA

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Albertville	WAVU-FM	Sond Mountain Bcstg. Svc.	105.1	Pat M. Courington, Pres.
Alexander City	WRFS-FM	Piedmont Service Corp.	106.1	James L. Coley, Pres.
Andalusia	WCTA-FM	Andalusia Bcstg. Co., Inc.	98.1	J. Dige Bishop, Exec. V.-P.
Anniston	WHMA-FM	Anniston B'casting Co.	100.5	Harry M. Ayeis, Pres.
Bessemer	WJLN	Johnston Bcstg. Co.	104.7	George Johnston, Jr., Pres.
Birmingham	WAFM	Voice of Ala., Inc.	99.5	E. Norton, Bd. Chmn.
Birmingham	WSGN-FM	The Birmingham News Co.	93.7	Henry P. Johnston, Gen. Mgr.
Cullman	WFMH-FM	The Voice of Cullman	100.9	
Gadsden	WJBY-FM	Gadsden Bcstg. Co., Inc.	103.7	B. H. Hopson, Pres.
Huntsville	WHBS-FM	The Huntsville Times Co.	95.1	Henry J. Johnstone, Pres.
Mobile	WABB-FM	Mobile Press Register, Inc.	102.5	R. B. Chandler, Pres.
Mobile	WKRG-FM	Giddens & Rester	99.9	F. F. Busby, Gen. Mgr.
Montgomery	WCOV-FM	Capitol Bcstg. Co.	94.5	Hugh Smith, Gen. Mgr.

ARIZONA

Mesa	KTYL-FM	Sun Valley Bcstg. Co.	104.7	Dwight Harkins, Pres.
------	---------	-----------------------	-------	-----------------------

ARKANSAS

Blytheville	KLCN-FM	Harold L. Sudbury	96.1	Harold L. Sudbury, Gen. Mgr.
Conway	KOWN	Conway Bcstg. Co.	97.7	J. E. Clayton, 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	Jay P. Beard, Pres.
Little Rock	KVLC-FM	Southwestern Bcstg. Co.	95.5	Leonard Coe, Gen. Mgr.
Siloam Springs	KUOA-FM	KUOA, Inc.	105.7	John E. Brown, Sr., Pres.

CALIFORNIA

Alhambra	KSJW	Alhambra Besters, Inc.	107.1	
Bakersfield	KERN-FM	McClatchy Bcstg. Co.	94.1	Eleanor McClatchy, Pres.
Bakersfield	KMAR	Marmat Radio Co.	92.5	James L. McDowell, Gen. Mgr.
Berkeley	KPFA	Pacifica Foundn.	104.9	
Berkeley	KRE-FM	Central Calif. Besters.	102.9	Arthur Westlund, Pres.
Chico	KVCI	Golden Empire Bcstg. Co. Inc.	101.2	Mickey McClung, Sr., Pres.
Eureka	KRED	Redwood Bcstg. Co., Inc.	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	Calif. Inland Bcstg. Co.	93.7	Poul R. Bartlett, Pres.
Hollywood	KECA-FM	American Bcstg. Co.	95.5	Robert Kintner, Pres.
Hollywood	KFMV	Union Bcstg. Corp. of Calif.	94.7	Cliff T. Mayer, Pres.
Hollywood	KHJ-FM	Thomas S. Lee Entprs.	101.1	Willet H. Brown, Pres.
Long Beach	KNOB	Cerritos Bcstg. Co.	103.1	Jay E. Tapp, Gen. Mgr.
Los Angeles	KFAC-FM	Los Angeles Bcstg. Co., Inc.	104.3	Colvin 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	KMGM	MGM Studios, Inc.	98.7	Bertram Labhar, Jr., Exec. Dir.
Los Angeles	KNX-FM	Columbia Bcstg. System	93.1	Merle S. Jones, Gen. Mgr.
Los Angeles	KRKC-FM	Radio Bcstrs., Inc.	96.3	Ned Connor, Gen. Mgr.
Marysville	KMYC-FM	Marysville-Yuba Bcstrs., Inc.	99.9	H. E. Thomas, Pres.
Merced	KVME	Merced Bcstg. Co.	97.5	Mrs. Hugh McClung, Pres.
Modesto	KBEE	McClatchy Bcstg. Co.	103.3	Eleanor McClatchy, Pres.
Modesto	KTRB-FM	KTRB Bcstg. Co., Inc.	104.1	William H. Bates, Jr., Pres.
Oakland	KLX-FM	Tribune Bidg. Co.	101.3	J. R. Knowland, Jr., Pres.
Ontario	KEDO	The Daily Reporter	93.5	Carlton Appleby, Gen. Mgr.
Redding	KVRE	Golden Empire Bcstg. Co.	103.9	Mrs. Hugh McClung, Pres.
Riverside	KPOR	Bcstg. Corp. of America	97.5	W. E. Gleeson, Pres.
Sacramento	KCRA-FM	KCRA, Inc.	96.1	Ewing C. Kelly, Pres.
Sacramento	KFBK-FM	McClatchy Bcstg. Co.	96.9	Eleanor McClatchy, Pres.
Sacramento	KXOA-FM	Sacramento Bcstrs., Inc.	107.9	Lincoln Dellar, Pres.

FM Stations in Operation

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Salinas	KSNI	Salinas Newspapers, Inc.	94.5	Gilbert V. Baymiller, Gen. Mgr.
San Bruno	KSBR	Radio Diablo, Inc.	101.5	Orrin H. Brown, Pres.
San Diego	KFSD-FM	Airfan Radio Corp., Ltd.	94.1	Thomas E. Sharp, Pres.
San Diego	KWFM	Studebaker Bcstg. Co.	104.7	Fred Rabell, V.-P., Gen. Mgr.
San Francisco	KCBS-FM	Columbia Bcstg. Co., Inc.	103.7	Frank Stanton, Pres.
San Francisco	KGO-FM	American Bcstg. Co.	106.1	Robert Kintner, Pres.
San Francisco	KGSF	Warners Bros.	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	Joseph H. McConnell, Pres.
San Francisco	KRON-FM	Chronicle Pub. Co.	96.5	George Cameron, Pres.
San Francisco	KSFH	Pacific Bcstg. Co.	94.9	Charles A. Gibson, Pres.
San Jose	KSJO-FM	Santa Clara Bcstg. Co.	95.3	Patrick H. Peabody, Pres.
Santa Ana	KVOE-FM	Voice of the Orange Empire, Inc.	96.7	Ernest L. Spencer, Pres.
Sausalito	KDFC	Sundial Bcstg. Corp.	102.1	William R. Crocker, Pres.
Stockton	KGDM-FM	E. F. Peffer	92.9	E. F. Peffer, 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	WDRG-FM	The Conn. Bcstg. Co.	93.7	Franklin M. Doolittle, Pres.
Hartford	WTIC-FM	Travelers Bcstg. Service Corp.	96.5	Paul W. Moresny, V.-P.
Meriden	WMMW-FM	Silver City Crystal Co.	95.7	Carl A. Schultz, Pres.
New Britain	WFHA	New Britain Bcstg. Co.	103.7	Joe Brush, Prog. Dir.
New Haven	WAVZ-FM	WAVZ Bcstg. Corp.	95.1	Victor W. Knauth, Pres.
New Haven	WBIB	The Colony Bcstg. Corp.	100.7	Samuel Botwinik, Pres.
New Haven	WELI-FM	Conn. Radio Foundation	107.9	Harry C. Wilder, Pres.
New Haven	WNHC-FM	Elm City Bcstg. Corp.	99.1	Patrick J. Good, Pres.
Stamford	WSTC-FM	The Western Conn. Bcstg. Co.	96.7	Kingsley Gillespie, Pres.

DELAWARE

Wilmington	WAMS-FM	Wilmington Tri-State Bcstg. Co.	96.1	E. R. Dalton, Gen. Mgr.
Wilmington	WDEL-FM	WDEL, Inc.	93.7	Clair R. McCullough, Sta. Exec.

DISTRICT OF COLUMBIA

Washington	WASH	Everett L. Dillard	97.1	Everett L. Dillard, Pres.
Washington	WCFM	Cooperative Bcstg. Assn.	99.5	Wallace J. Campbell, Pres.
Washington	WGMS-FM	WQQW, Inc.	103.5	Morris Rodman, Pres.
Washington	WMAL-FM	Evening Star Bcstg. Co.	107.3	S. H. Kauffmann, Pres.
Washington	WOL-FM	Peoples Bcstg. Corp.	98.7	Murray D. Lincoln, 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	R. L. Bowles, Pres.
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	WWPB-FM	Paul Brake	101.5	Paul Brake, Owner
Miami Beach	WKAT-FM	WKAT, Inc.	93.1	A. Frank Katzentine, Pres.
Miami Beach	WLRD	Mercantile Bcstg. Co.	93.9	Alan H. Rosenson, Pres.
Orlando	WDBO-FM	Orlando Bcstg. Co., Inc.	92.3	Harold P. Danforth
Orlando	WHOO-FM	Orlando Daily Newspapers	96.5	Martin Anderson, Pres.
Palatka	WWPF-FM	Palatka Bcstg. Co.	98.3	Massey-McCall, partners
Palm Beach	WWPG-FM	Palm Beach Bcstg. Corp.	97.9	Charles E. Davis, Pres.
St. Petersburg	WTSP-FM	Pinellas Bcstg. Co.	102.5	N. B. Poynter, Pres.
Tallahassee	WCSP	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.

FM Stations in Operation

GEORGIA

City	Call Letters	L. censee	Frequency (mc)	Chief Executive
Athens	WGAU-FM	I. K. Patrick & Co.	99.5	C. A. Rowland
Atlanta	WAGA-FM	Fort Industry Co.	103.3	George B. Storer, Pres.
Atlanta	WATL-FM	Atlanta Bcstg. Co.	97.5	J. W. Woodruff, Sr., Pres.
Atlanta	WBGE-FM	General Bcstg. Co.	95.5	Mike Benton, Pres.
Atlanta	WGST-FM	Ga. Inst. of Tech.	94.1	F. M. Sparatlin, Pres.
Atlanta	WSB-FM	Atlanta Newspapers, Inc.	98.5	J. M. Cox, Jr., Pres.
Cedartown	WGAA-FM	Northwest Ga. Bcstg. Co.	96.1	Richard J. Roche, Mgr.
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.	95.4	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. Block, Pres.
Macon	WMAZ-FM	Southeastern Bcstg. Co.	99.1	George P. Rankin, Pres.
Macon	WNEF-FM	Macon Bcstg. Co.	96.9	E. M. Lowe, Pres.
Newnan	WCOH-FM	Newnan Bcstg. Co.	96.7	E. W. Thomasson, Pres.
Rome	WRGA-FM	Rome Bcstg. Corp.	106.5	John W. Quarles, Pres.
Savannah	WSAV-FM	WSAV, Inc.	100.3	Harben Daniel, Pres.
Savannah	WTOC-FM	Savannah Bcstg. Co.	97.3	William T. Knight, Jr., Pres.
Toccoo	WLET-FM	E. D. 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

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

Altan	WOKZ-FM	WOKZ, Inc.	99.9	Edward Wheeler, Pres.
Aurora	WDNU	Copley Presby, Inc.	103.9	Bob Ditter, Gen. Mgr.
Bloomington	WJBC-FM	Bloomington Bcstg. Corp.	101.5	Loring Merwin, Pres.
Canton	WBYS-FM	Fulton County Bcstg. Co.	100.9	Harold R. Winsor, Pres.
Carmi	WRDY-FM	Carmi Bcstg. Co.	97.3	Roy Clippinger, 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	WBMM-FM	Columbia Bcstg. System	97.1	Frank Stanton, Pres.
Chicago	WBIK	Balaban & Katz Corp.	96.3	John H. Mitchell, Gen. Mgr.
Chicago	WEFM	Zenith Radio Corp.	99.5	E. F. McDonald, Jr., Pres.
Chicago	WENR-FM	American Bcstg. Co.	94.7	Robert Kintner, Pres.
Chicago	WFJL	Lewis College of Science & Tech.	93.1	Rev. Bernard J. Sheil, Pres.
Chicago	WFMT	WJJD, Inc.	100.3	Marshall Field, Pres.
Chicago	WGNB	WGN, Inc.	98.7	Col. Robert R. McCormack, Pres.
Chicago	WMAQ-FM	National Bcstg. Co.	101.1	Joseph H. McCannell, Pres.
Chicago	WMOR	Met. Radio Corp.	102.7	Art Linick, Mgr.
Chicago	WOAK	Gale Bcstg. Co.	105.9	Bernard Jacobs, Pres.
Chicago (11)	WXRT	Radio Station WSBC	101.9	Robert O. Miller, Gen. Mgr.
Chicago Heights	WCHI	Chicago Heights Bcstg. Co.	95.9	Anthony Santucci, 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	WTMV-FM	WTMV On the Air, Inc.	102.5	Alvin O. Eades, Pres.
Elmwood Park	WLEY	Elmwood Pk. Bcstg. Corp.	107.1	Zeb Zarnack, Pres.
Evanston	WEAW	North Shore Bcstg. Co., Inc.	105.1	Edward A. Wheeler, Pres.
Freeport	WFJS	Freeport Journal-Standard Pub. Co.	102.5	Donald L. Breed, Pres.
Harrisburg	WBQ-FM	Harrisburg Bcstg. Co.	99.9	Inglis M. Taylor, Gen. Mgr.
Jacksonville	WLDS-FM	Edge & Kormeyer	100.5	E. J. Kormeyer, Gen. Mgr.
LaSalle	WFMX	Radio Bcstg. Co.	105.9	K. L. Braun, Pres.
Mattoon	WLBH-FM	Mattoon Bcstg. Co.	95.9	J. R. Livesay, Pres.
Mt. Vernon	WMIX-FM	Mt. Vernon Radio & TV Corp.	94.1	John R. Mitchell, Pres.
Oak Park	WOPA-FM	Village Bcstg. Co.	102.3	W. L. Klein, Gen. Mgr.
Oak Park	WOAK	Gale Bcstg. Co.	105.9	Bernard Jacobs, Pres.
Peoria	WMBD-FM	Peoria Bcstg. Co.	92.5	Charles C. Calley, V.-P.
Quincy	WQDI	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 Simms, Pres.
Rock Island	WHBF-FM	Rock Island Bcstg. Co.	98.9	Ben H. Polter, Pres.
St. Charles	WEXI	Greater Ill. Bcstg.	105.3	Gerald F. Kraus, Pres.
Springfield	WCYS-FM	WCBS, Inc.	102.9	H. L. Dewing, Pres.
Springfield	WTAX-FM	WTAX, Inc.	103.7	Oliver J. Keller, Pres.
Urbana	WKID-FM	Kemper-Fabert, Inc.	103.3	Erwood Fabert, Pres.
Waukegon	WKRS-FM	New Sun Bcstg. Co.	106.7	Frank H. Just, Pres.
Woodstock	WILA	Northern Ill. Bcstg. Co.	92.1	H. Z. Benton, Gen. Mgr.

FM Stations in Operation

INDIANA

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Anderson	WCBC-FM	Civic Bcstg. Corp.	106.3	Lloyd B. Gallimore, Pres.
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
Elkhart	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	WALL	On the Air, Inc.	94.5	Clarence Leich, Gen. Mgr.
Fort Wayne	WKJG-FM	Northeastern Ind. Bcstg. Co., Inc.	106.1	Edward Thomas, Gen. Mgr.
Fort Wayne	WOWO-FM	Westinghouse Radio Stations, Inc.	96.1	Walter Evans, Pres.
Hammond	WIJZ	South Shore Bcstg. Corp.	92.3	Robert C. Adair, Gen. Mgr.
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.
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.
Warsaw	WRSW	Reub Williams & Sons, Inc.	107.3	R. B. Williams, Pres.
Washington	WFML	Washington Radio, Inc.	106.5	Paul R. Bausman, Pres.

IOWA

Boone	KFCQ-FM	Boone Biblical College	99.3	G. B. McDermott, Pres.
Burlington	KBUR-FM	Burlington Bcstg. Co.	92.9	F. J. Hladky, Vice-Pres.
Cedar Rapids	KCRK-FM	The Gazette Co.	96.9	William S. Jacobsen, Pres.
Clinton	KROS-FM	Clinton Bcstg. Corp.	96.1	Robert R. O'Brien, Pres.
Council Bluffs	KFMX	Nonpareil Bcstg. Co.	96.1	Col. B. J. Palmer, Pres.
Davenport	WOC-FM	Tri-City Bcstg. Co.	103.7	Claire Grant, Mgr.
Des Moines	KCBC-FM	Majestic Bcstg. Co.	94.1	Gardner Cowles, Pres.
Des Moines	KRNT-FM	Cowles Bcstg. Co.	104.5	Kingsley H. Murphy, Pres.
Des Moines	KSO-FM	Murphy Bcstg. Co.	97.3	Col. B. J. Palmer, Pres.
Des Moines	WHO-FM	Central Bcstg. Co.	100.3	F. W. Woodward, Pres.
Dubuque	KDTH-FM	Telegraph-Herald	100.5	James D. Carpenter, Pres.
Dubuque	WDBQ	Dubuque Bcstg. Co.	103.3	Edward Breen, Pres.
Fort Dodge	KFMY	Northwest Bcstg. Co.	102.7	H. W. Stadler, Pres.
Keokuk	KOKX-FM	Keokuk Bcstg. Co.	102.7	Lee P. Loomis, Pres.
Mason City	KGLO-FM	Lee Radio, Inc.	101.1	George Volger, Gen. Mgr.
Muscatine	KWPC-FM	Muscatine Bcstg. Co.	99.7	Oscar J. Grau, Pres.
Sioux City	KSCJ-FM	Perkins Bros. Co.	94.9	Joe DuMond, Pres.
Storm Lake	KAYL-FM	Cornbelt Bcstg. Co.	101.5	
Waterloo	KXEL-FM	Josh Higgins Bcstg. Co.	105.7	

KANSAS

Hutchinson	KIMV	Hutchinson Pub. Co.	94.5	John P. Harris, Pres.
Hutchinson	KWBW-FM	Notion's Center Bcstg. Co.	93.1	Bess M. Wyse, 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. Lockey, Pres.
Lexington	WLAP-FM	Amer. Bcstg. Co.	94.5	J. E. Willis, Gen. Mgr.
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	WFMW	Messenger Bcstg. Co., Inc.	103.1	Edgar Arnold, Sr., Pres.
Owensboro	WQMI-FM	Owensboro Bcstg. Co.	92.5	L. W. Hager, Pres.
Owensboro	WVJS-FM	Owensboro On the Air, Inc.	96.1	Vincent J. Steele, Pres.
Paducah	WKYC	Paducah Newspapers, Inc.	93.3	Edward J. Paxton, 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.

FM Stations in Operation

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
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, Prog. Dir.
Lafayette	KVFL-FM	Evangeline Bcstg. Co., Inc.	96.1	Morgan Murphy, Pres.
Monroe	KMFM	Liner's Bcstg. Station, Inc.	104.1	J. C. Liner, Pres.
New Orleans	WDSU-FM	WDSU Bcstg. Service	105.3	Edgar B. Stern, Pres.
New Orleans	WRGM	Supreme Bcstg. Co., Inc.	97.1	William Cortada, Pres.
New Orleans	WSMB-FM	WSMB, Inc.	102.7	N. L. Carter, Pres.
New Orleans	WTPS-FM	Times Picayune Pub. Co.	95.7	L. K. Nicholson, Pres.
New Orleans	WWLH	Loyola University	100.3	Rev. T. J. Shields, Pres.
Shreveport	KRMD-FM	Radio Station KRMD	101.1	Glenn V. Wilson, Mgr.
Shreveport	KWKH-FM	International Bcstg. Corp.	94.5	John D. Ewing, Pres.

MAINE

Bangor	WGUY-FM	Guy Gannett Bcstg. Service	93.1	Guy P. Gannett, Pres.
Lewiston	WCOU-FM	Twin City Bcstg. Co., Inc.	93.9	Faust Couture, Pres.

MARYLAND

Annapolis	WNAV-FM	Capital Bcstg. Co.	99.1	Albert H. MacCarthy, Pres.
Baltimore	WCAO-FM	Monumental Radio Co.	102.7	Lewis M. Milbourne, Pres.
Baltimore	WITH-FM	Maryland Bcstg. Co.	104.3	Thomas G. Tinsley, Jr., Pres.
Baltimore	WWIN-FM	Belvedere Bcstg. Corp.	94.7	Thomas F. McNulty, Pres.
Bethesda	WBCC-FM	Bdct. Mgmt. Inc.	106.3	Willard Egolf, Pres.
Bradbury Heights	WBUZ	Chesapeake Bcstg. Co., Inc.	96.7	Leslie L. Altmann, Pres.
Cumberland	WCUM-FM	Tower Realty Co.	102.9	Karl F. Steinmann, Owner
Cumberland	WTBO-FM	Cumberland Bcstg. Co.	106.9	Mrs. Aurelia S. Becker, Owner
Frederick	WFMD-FM	Menocacy Bcstg. Co.	99.9	Laurence Leonard, Pres.
Hagerstown	WJEJ-FM	Hagerstown Bcstg. Co., Inc.	104.7	Grover C. Criffley, Pres.
Salisbury	WBOC-FM	Peninsula Bcstg. Co.	97.5	John W. Downing, Pres.
Silver Spring	WGAY-FM	Tri-Suburban Bcstg. Corp.	102.3	John W. Kluge, Pres.
Silver Spring	WOOK-FM	United Bcstg. Co.	95.9	Richard Eaton, Pres.

MASSACHUSETTS

Boston	WBZ-FM	Westinghouse Radio Stations, Inc.	92.9	Walter Evans, Pres.
Boston	WCOP-FM	Mass. Bcstg. Corp.	100.7	John Cowles, Pres.
Boston	WEEI-FM	Columbia Bcstg. System	103.3	Frank Stanton, Pres.
Boston	WHDH-FM	Matheson Radio Co., Inc.	94.5	Robert B. Choate, Pres.
Boston	WNAC-FM	The Yankee Network, Inc.	98.5	Linus Trovers, Exec. V.-P.
Brackton	WBET-FM	Enterprise Pub. Co.	97.7	Charles A. Fuller, Gen. Mgr.
Cambridge	WXHR	Middlesex Bcstg. Corp.	96.9	Frank Lyman, Jr., Pres.
Chicopee	WACE-FM	Regional Bcstg. Co.	100.3	John S. Begley, Pres.
Greenfield	WHAI-FM	John Haigis	98.3	John W. Haigis, Pres.
Haverhill	WHAU-FM	Haverhill Gazette Co.	92.5	John T. Russ, Pres.
Holyoke	WHYN-FM	Hampden-Hampshire Corp.	93.1	Charles N. DeRose, Gen. Mgr.
Lawrence	WLAW-FM	Hildreth & Rogers Co.	93.7	Irving E. Rogers, Pres.
Lowell	WLLH-FM	Merrimac Bcstg. Co., Inc.	99.5	Gerold Harrison, Pres.
Lynn	WLYN-FM	Puriton Bcstg. Service, Inc.	105.5	Theodore Feinstein, Pres.
New Bedford	WBSM-FM	Boy State Bcstg. Co.	97.3	Joseph P. Duchaine, Pres.
New Bedford	WFMR	E. Anthony & Sons	98.1	Basil Brewer, Pres.
Pittsfield	WBEC-FM	Western Moss. Bcstg. Co.	94.3	Lawrence K. Miller, Pres.
Springfield	WBZA-FM	Westinghouse Radio Stations, Inc.	97.1	Walter Evans, Pres.
Springfield	WMAS-FM	WMAS, Inc.	94.7	Gerold Harrison, Pres.
Springfield	WSFL-FM	Springfield Bcstg. Co.	101.9	C. M. Minitsas, Gen. Mgr.
Springfield	WSPR-FM	WSPR, Inc.	97.9	Quincy A. Brackett, Pres.
West Yarmouth	WOCB-FM	E. Anthony & Sons, Inc.	94.3	Basil Brewer, Pres.
Worcester	WGTR	Yankee Network	99.1	Max Bradbar, Gen. Mgr.
Worcester	WTAG-FM	WTAG, Inc.	96.1	E. E. Hill, Exec. Vice-Pres.

MICHIGAN

Ann Arbor	WPAG-FM	Washtenaw Bcstg. Co.	98.7	Arthur E. Greene, Pres.
Battle Creek	WELL-FM	Federated Publications, Inc.	101.2	D. E. Jayne, Gen. Mgr.
Bay City	WBGM-FM	Bay Bcstg. Co., Inc.	96.1	Harley D. Peet, Pres.
Benton Harbor	WHFB-FM	Palladium Pub. Co.	99.9	S. R. Banyon, Pres.
Detroit	WDET	UAW-CIO Bcstrs. Corp.	101.9	Guy T. Nunn, Gen. Mgr.
Detroit	WJKB-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	G. A. Richards, Chmn. of Bd.
Detroit	WLDM	Lincoln Bcstg. Co.	95.5	Ellis C. Thompson, Gen. Mgr.
Detroit	WWJ-FM	Evening News Assn.	97.1	Harry Bannister, Gen. Mgr.
Detroit	WXYZ-FM	WXYZ, Inc.	101.1	James G. Riddell, Gen. Mgr.
Flint	WAJL	Advertisers Press, Inc.	107.1	Myron Weingarden, Pres.

FM Stations in Operation

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Grand Rapids	WFRS	Grand Rapids Bcstg. Corp.	92.5	Gerald R. Loop, Pres.
Grand Rapids	WLAV-FM	Leonard A. Versluis	96.9	Leonard A. Versluis, Owner
Jackson	WIBM-FM	WIBM, Inc.	92.3	Herman Radner, Pres.
Mt. Clemens	WMLN	Macomb Pub. Co.	106.3	Paul W. McKee, Pres.
Muskegon	WKBZ-FM	Ashbacker Radio Corp.	98.9	Grant F. Ashbacker, Pres.
Owosso	WOAP-FM	Argus Press Co.	103.1	M. H. Wirth, Gen. Mgr.
Pontiac	WCAR-FM	WCAR, Inc.	99.5	H. Y. Levinson, Pres.
Port Huron	WTTH-FM	Times-Herald Co.	99.1	F. Granger Weil, Pres.
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 Gantz, 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	98.5	Dr. William Graham, Pres.
Minneapolis-				
St. Paul	WTCN-FM	Minn. Bcstg. Corp.	97.1	W. J. McNally, Pres.
Northfield	WCAL-FM	St. Olaf College	95.7	Milford Jensen, Oprs. Dir.
St. Cloud	KFAM-FM	Times Pub. Co.	104.7	Fred Schilpin, Pres.
Minneapolis	KSTP-FM	KSTP, Inc.	102.1	Stanley E. Hubbard, Pres.
Minneapolis	WMIN-FM	WMIN Bcstg. Co.	99.5	Frank M. Devaney, V.-P.
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., Pres.
Gulfport	WGCM-FM	WGCM Bcstg. Co.	101.5	Hugh O. Jones, Pres.
Hattiesburg	WRFM-FM	Forrest Bcstg. Co., Inc.	97.9	C. J. Wright, Sr., Pres.
Jackson	WJDX-FM	Lamar Life Insur. Co.	102.9	Wiley P. Harris, Gen. Mgr.
Meridian	WMOX-FM	Birney Imes, Jr.	98.5	Birney Imes, Jr., Pres.

MISSOURI

Cape Girardeau	KFVS-FM	Hirsch Bcstg. Co.	95.7	Oscar C. Hirsch, Pres.
Cape Girardeau	KGMO	Cape Co. Bcsting Co.	97.7	Richard C. Brandt, Gen. Mgr.
Clayton	KFUO-FM	Lutheran Church	99.1	Herman H. Hohenstein, Dir.
Formington	KREI-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. Poynor, Pres.
Kansas City	KCMO-FM	KCMO Bcstg. Co.	94.9	T. L. Evans, Pres.
Kansas City	KOZY	Commercial Radio Equip. Co.	98.1	Everett L. Dillard, Pres.
Kennett	KBOA-FM	Kennett Bcstg. Corp.	98.9	Paul C. Jones, Pres.
Poplar Bluff	KWOC-FM	Poplar Bluff Bcsting Co.	94.5	A. L. McCarthy, Pres.
St. Louis	KXOK-FM	Star Times Pub. Co.	93.7	Elzey Roberts, Pres.
Sedalia	KDRO-FM	Milton J. Hinlein	99.7	Milton J. Hinlein, Pres.
Springfield	KTTS-FM	Independent Bcstg. Co.	94.7	J. H. G. Cooper, Pres.

NEBRASKA

Lincoln	KFOR-FM	Cornbelt Bcstg. Corp.	102.9	James Stuart, Pres.
Omaha	KBON-FM	Inland Bcstg. Co.	98.7	Paul R. Fry, Vice-Pres.

NEVADA

Las Vegas	KENO-FM	Ne. Bcstg. Co.	103.9	Maxwell Kelch, Owner
-----------	---------	----------------	-------	----------------------

NEW HAMPSHIRE

Claremont	WTSV-FM	Granite State Bcstg. Co., Inc.	106.1	William J. Barkley, Pres.
Manchester	WKBR-FM	Granite State Bcstg. Co., Inc.	100.1	William J. Barkley, Pres.
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	WFNM	Edwin H. Armstrong	93.1	Dr. Edwin H. Armstrong, Owner
Asbury Park	WJLK	Asbury Park Press, Inc.	94.3	Wayne D. McMurray, Pres.

FM Stations in Operation

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
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	Paul Alger, Gen. Mgr.
Elizabeth	WPOE	Radio Elizabeth, Inc.	96.7	Robert C. Cranc, Pres.
Newark	WAAT-FM	Bremer Bcstg. Corp.	94.7	Irving R. Rosenhaus, Pres.
Newark	WNJR-FM	North Jersey Radio, Inc.	102.7	Edward W. Scudder, Jr., Pres.
New Brunswick	WCTC-FM	Chanticleer Bcstg. Co.	98.3	James L. Howe, Pres.
New Brunswick	WDHN	Home News Pub. Co.	93.5	Hugh N. Band, Gen. Mgr.
Paterson	WPAT-FM	North Jersey Bcstg. Co.	103.5	Richard Drukker, Pres.
Plainfield	WXNJ	WXNJ, Inc.	103.9	Lucien Merle, 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. Quinton, Pres.
Auburn	WMBO-FM	WMBO, Inc.	96.1	William O. Dapping, Pres.
Binghamton	WENE-FM	Empire Newspapers Radio, Inc.	101.7	J. H. Ottaway, Pres.
Binghamton	WNBF-FM	Clark Assoc., Inc.	100.5	John C. Clork, Sr., Pres.
Bristol Center	WVBT	Rural Radio Network, Inc.	95.1	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	WWOL-FM	Greater Eric Bcstg. Co.	104.1	Leon Wyszatycki, Pres.
Cherry Valley	WVCV	Rural Radio Network, Inc.	101.9	Harold L. Creal, Pres.
Corning	WCLI-FM	Corning Leader, Inc.	106.1	W. A. Underhill, Pres.
Corland	WKRT-FM	Corland Bcstg. Co., Inc.	99.9	Lighton A. Hope, Pres.
De Ruyter	WVCN	Rural Radio Network, Inc.	105.1	Harold L. Creal, Pres.
Hempstead	WHLI-FM	FM Bcstg. Corp.	98.3	Elias I. Godofsky, Sta. Mgr.
Hornell	WVHG	The W. H. Greenhow Co.	105.3	Louis G. Buisch, Gen. Mgr.
Ithaca	WHCU-FM	Cornell University	97.3	Michael R. Hanno, Gen. Mgr.
Jamestown	WXRC	Western N. Y. Bcstg. Co.	103.3	Thoddeus Podbitelniak, Gen. Mgr.
Kenmore	WJTN-FM	James Bcstg. Co.	93.3	Jay E. Mason, Pres.
Lockport	WUSJ-FM	Lockport Union-Sun & Journal, Inc.	99.3	Egbert D. Carson, Pres.
Massena	WMSA-FM	The Brockway Co.	105.3	Louis Saiff, Gen. Mgr.
New Rochelle	WGNR	New Rochelle Bcstg. Svc., Inc.	93.5	Julian H. Gins, Pres.
New York	WABF-FM	Metropolitan Bcstg. & TV, Inc.	99.5	Isa 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	WGHF	WGHF, Inc.	101.9	William G. H. Finch, Pres.
New York	WJZ-FM	American Bcstg. Co., Inc.	95.5	Robert Kintner, Pres.
New York	WMCA-FM	WMCA, Inc.	92.3	Nathan Straus, Pres.
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. Streibert, Pres.
New York	WQXR-FM	Interstate Bcstg. Co., Inc.	96.3	Arthur H. Sulzberger, Pres.
Niagara Falls	WHLG-FM	The Niagara Falls Gazette Pub. Co.	98.5	Earl C. Hull, Vice-Pres.
Ogdensburg	WSLB-FM	St. Lawrence Bcstg. Corp.	106.1	Joseph R. Brandy, Pres.
Olean	WHDL-FM	WHDL, Inc.	95.7	E. B. Fitzpatrick, Pres.
Poughkeepsie	WHVA	Poughkeepsie Newspapers, Inc.	104.7	M. C. Speidel, 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	WGFM	General Electric Co.	99.5	R. S. Pearce, Vice-Pres.
Syracuse	WDR-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	WTRJ	Troy Bcstg. Co., Inc.	102.7	H. C. Wilder, Pres.
Utica	WIBX-FM	WIBX, Inc.	96.9	Margaret Brown Stevens, Pres.
Utica-Rome	WRUN-FM	Rome Sentinel Co.	105.7	Brodley C. Barnard, Pres.
Watertown	WWNY-FM	The Brockway Co.	100.5	John Jahnsan, 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

Asheboro	WGWR-FM	Asheboro Bcstg. Co.	92.3	Roy Cox, Pres.
Asheville	WLOS-FM	Skyway Bcstg. Corp.	104.3	Charles B. Britt, Vice-Pres.
Burlington	WBBB-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	Bcstg. Co. of the South	104.7	B. Calhoun Hipp, Pres.
Charlotte	WSOC-FM	Radio Station WSOC, Inc.	103.5	E. J. Gluck, Pres.
Durham	WDNC-FM	Durham Radio Corp.	105.1	C. C. Council, Pres.
Elkin	WFNM	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.

FM Stations in Operation

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Goldsboro	WEQR	Eastern Carolina Bcstg. Co., Inc.	93.3	Daniel Trueblood, Sta. Mgr.
Greensboro	WFMY	Greensboro News Co.	97.3	Gaines Kelley, Gen. Mgr.
Greensboro	WGGB-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.
Leaksville	WL0E-FM	Douglas L. Craddock	92.7	D. L. Craddock, Pres.
Lexington	WBUY-FM	Davidson County Bcstg. Co.	94.3	C. Robert Ray, Sta. Mgr.
Madison-Mayodan	WFMB	Mayo Bcstg. Corp.	93.5	J. B. Shelton, Pres.
Raleigh	WNAO-FM	News & Observer Pub. Co.	96.1	Frank Daniels, Gen. Mgr.
Raleigh	WPTF-FM	WPTF Radio Co.	94.7	Richard Mason, Gen. Mgr.
Raleigh	WRAL-FM	Capitol Bcstg. Co., Inc.	101.5	A. J. Fletcher, Pres.
Reidsville	WREV-FM	Reidsville Bcstg. Co.	102.1	William Oliver, Pres.
Roanoke 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	Alex P. Beard, Gen. Mgr.
Sanford	WSNS	Thomas E. Barker	103.1	Thomas E. Barker, Pres.
Sanford	WWGP	Sandhills Bcsting Corp.	105.5	Frank L. Baber, Co-owner
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.
Thomasville	WTNC-FM	Thomasville Bcstg. Co.	98.3	G. W. Lyles, Pres.
Wilmington	WMPD-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.

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	P. N. Wilson	P. C. Wilson	92.5	P. C. Wilson, Pres.
Canton	WCMW-FM	Stark Bcstg. Corp.	94.9	S. L. Huffman, 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	WKRC-FM	Radio Cincinnati	101.9	Hulbert Taft, 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	Ray T. Miller, 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.	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	WYKO	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	R. E. Dunville, Pres.
Dayton	WTWO	Skyland Bcstg. Corp.	104.7	Ronald B. Woodyard, Pres.
Elyria	WEOL-FM	Elyria-Lorain Bcstg. Co.	107.3	Roy 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.
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.
Steubenville	WSTV-FM	The Valley Bcstg. Co.	103.5	Jack N. Berkman, Pres.
Toledo	WSPD-FM	The Fort Industry Co.	101.5	George P. Storer, Pres.
Toledo	WTOL-FM	Community Bcstg. Co.	104.7	Frazier Reams, Pres.
Toledo	WTRT	Unity Corp., Inc.	99.9	Edward Lamb, Pres.
Wooster	WWST-FM	Wooster Republican Prtg. Co.	104.5	E. B. Evans, Gen. Mgr.
Worthington	WRFD-FM	Peoples Bcstg. Corp.	97.9	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

Durant	KSEO-FM	Democrat Prtg. Co.	107.3	Leroy Moses, Gen. Mgr.
Enid	KCRC-FM	Enid Radiophone Co.	102.7	Milton B. Garber, Pres.
Muskogee	KBIX-FM	Okla. Press Pub. Co.	98.5	Tams Bixby, Jr., Pres.

FM Stations in Operation

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Muskogee	KMUS-FM	Muskogee Bestg. Co.	101.5	W. J. Rea, Sr., Pres.
Oklahoma City	KOCY-FM	Plazo Court Bestg 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.
Stillwater	KSPI-FM	Stillwater Pub. Co.	93.9	C. R. Bellatti, Pres.
Tulsa	KAKC-FM	Public Radio Corp.	95.5	Sam E. Avey, Pres.
Tulsa	KTUL-FM	Tulsa Bestg. Co.	97.1	John Toole Griffin, Pres.

OREGON

Albany	KWIL-FM	Central Willomatte Bestg. Co.	101.7	R. R. Cronise, Pres.
Eugene	KUGN-FM	KUGN, Inc.	99.1	C. H. Fisher, Pres.
Grants Pass	KGPO	Southern Ore. Bestg. Co.	96.9	A. E. Voorhies, Pres.
Portland	KEX-FM	Westinghouse Radio Stations, Inc.	92.3	Walter Evans, Pres.
Portland	KOIN-FM	KOIN, Inc.	101.1	Marshall Field, Pres.
Portland	KPFM	Bestrs. Ore., Ltd.	97.1	Stanley M. Gourd, Pres.
Portland	KPOJ-FM	KPOJ, Inc.	98.7	P. L. Jackson, Pres.
Portland	KWJJ-FM	KWJJ Bestg. Co.	95.5	W. J. Jerman, Pres.

PENNSYLVANIA

Allentown	WFMZ	Penn-Allen Bestg. Co.	100.7	Raymond F. Kohn, Pres.
Allentown	WKAP-FM	WKAP, Inc.	106.3	N. J. Rahall, Pres.
Allentown	WSAN-FM	Lehigh Valley Bestg. Co.	99.9	Bryan Musselman, Co-owner
Altoona	WFBG-FM	Gable Bestg. Co.	103.7	George P. Gable, Pres.
Altoona	WJSW-FM	Altoona Bestg. Co.	100.1	Herbert T. Wolf, Pres.
Bethlehem	WGPA-FM	The Bethlehem Globe Pub. Co.	95.1	Reiland L. Adams, Vice-Pres.
Butler	WBUT-FM	Eagle Printing Co.	103.9	James Rowe, Gen. Mgr.
Butler	WISR-FM	Butler Bestg. Co.	97.7	David Rosenblum, Pres.
Chambersburg	WCHA-FM	Chambersburg Bestg. Co., Inc.	95.9	John S. Booth, Gen. Mgr.
DuBois	WCED-FM	Tri-County Bestg. Co., Inc.	102.1	H. T. Gray, Pres.
Easton	WEEK	Easton Pub. Co.	98.3	J. L. Stackhouse, Pres.
Easton	WEST-FM	Associated Bestrs., Inc.	107.9	Clair R. McCollough, Sto. Exec.
Erie	WERC-FM	Presque Isle Bestg. Co.	99.9	Jacob A. Young, Pres.
Erie	WLEU-FM	WLEU Bestg. Corp.	97.9	Leo J. Omelian, Pres.
Harrisburg	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 Bestg. Co.	97.9	Victor C. Diehm, Pres.
Johnstown	WARD-FM	Central Bestg. Co., Inc.	92.1	Paul Short, Pres.
Johnstown	WJAC-FM	WJAC, Inc.	95.5	W. W. Krebs, Pres.
Lancaster	WGAL-FM	WGAL, Inc.	101.3	Clair R. McCollough, Pres.
Lancaster	WLAN-FM	Peoples Bestg. Co.	96.9	F. H. Altdorffer, Pres.
Lebanon	WLBR-FM	Lebanon Bestg. Co.	100.1	Lester P. Etter, Mng. Dir.
Lewiston	WLTN	Lewiston Bestg. Co.	97.9	J. S. Woods, Vice-Pres.
McKeesport	WMCK-FM	Mon-Yough Bestg. Co.	104.9	Robert M. Cox, Pres.
Meadville	WMGW-FM	Meodville Bestg. Svc., Inc.	100.3	H. C. Winslow, Pres.
New Castle	WKST-FM	WKST, Inc.	101.1	S. W. Townsend, Pres.
Philadelphia	KYWF-FM	Westinghouse Radio Stations, Inc.	92.5	Walter Evans, Pres.
Philadelphia	WCAU-FM	WCAU, Inc.	98.1	Donald W. Thornburgh, Pres.
Philadelphia	WFIL-FM	Triangle Pub., Inc.	102.1	Roger Clipp, Gen. Mgr.
Philadelphia	WFLN	Franklin Bestg. Corp.	95.7	L. M. C. Smith, Pres.
Philadelphia	WHAT-FM	Independence Bestg. Co.	105.3	William A. Banks, Pres.
Philadelphia	WIBG-FM	Seaboard Radio Bestg. Corp.	94.1	Paul F. Harron, Pres.
Philadelphia	WIP-FM	Penn. Bestg. Co.	93.3	Benedict Gimbel, Jr., Pres.
Philadelphia	WPEN-FM	William Penn Bestg. Co.	102.9	Albert J. Sylk, Pres.
Pittsburgh	KDKA-FM	Westinghouse Radio Stations, Inc.	92.9	Walter Evans, Pres.
Pittsburgh	KQV-FM	Allegheny Bestg. 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	Mrs. A. J. R. Greer	93.7	Mrs. A. J. R. Greer, Pres.
Pittsburgh	WPII-FM	WPIT, Inc.	101.5	John Loux, Pres.
Pittsburgh	WWSW-FM	WWSW, Inc.	94.5	O. M. Schloss, Jr., Pres.
Pottsville	WPAM-FM	Miners Bestg. Svs.	95.5	J. L. Maguire, Pres.
Pottsville	WPPA-FM	A. V. Tidmore	101.9	A. V. Tidmore, Owner
Reading	WEEU-FM	Hawley Bestg. Co.	92.9	Hawley Quier, Pres.
Scranton	WGBI-FM	Scranton Bestrs. Inc.	101.3	M. E. Megargee, Pres.
Scranton	WARM-FM	Union Bestg. Co.	93.7	Martin F. Mamolo, Pres.
Scranton	WQAN-FM	The Scranton Times	92.3	Edward J. Lynett, Jr., Elizabeth R. Lynett, Owners
Sharon	WPIC-FM	Sharon Herald Bestg. Co.	102.9	John Fahnline, Jr., Pres.
Sunbury	WKOK-FM	Sunbury Bestg. Corp.	94.1	Harry H. Haddon, Pres.
Warren	WNAE-FM	Northern Allegheny Bestg. Co.	92.1	David Potter, Jr., Pres.
Washington	WJPA-FM	Wash. Bestg. Co.	104.3	William S. Yard, Pres.
Wilkes-Barre	WBRE-FM	Louis G. Baltimore	98.5	Louis G. Baltimore, Owner
Wilkes-Barre	WILK-FM	Wyaming Valley Bestg. Co.	96.1	Dr. I. C. Morgan, Pres.
Wilkes-Barre	WIZZ	Scranton-Wilkes-Barre-Pittston Bestg. Co., Inc.	103.3	Richard G. Evans, Pres.
Williamsport	WLYC	Lycoming Bestg. Co.	105.1	John K. Keliher, Pres.

FM Stations in Operation

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Williamsport	WRAC-FM	WRAC, Inc.	100.3	E. M. Case, Pres.
York	WNOW-FM	Bstg. Div., Helm Coal Co.	105.7	Lowell W. Williams, Gen. Mgr.
York	WRZE	White Rose Bstg. Co.	98.5	Charles M. Gitt, Pres.
York	WSBA-FM	The Susquehanna Bstg. Co.	103.3	Louis J. Appell, Pres.

RHODE ISLAND

Providence	WJAR-FM	The Outlet Co.	95.5	Mortimer L. Burbank, Pres.
Providence	WLIV	Colonial Bstg. Co.	107.7	Augustus M. Wilson, Pres.
Providence	WPJB	Providence Journal Co.	105.1	George Pierce Metcalf, Pres.
Providence	WPRO-FM	Cherry & Webb Bstg. Co.	92.3	William S. Cherry, Jr., Pres.
Woonsocket	WWON-FM	Woonsocket Bldg. Co.	105.5	Mrs. M. S. Palmer, Pres.

SOUTH CAROLINA

Anderson	WCAC	Wilton E. Hall	101.1	Wilton E. Hall, Owner
Charleston	WCSC-FM	WCSC, Inc.	96.9	John M. Rivers, Pres.
Charleston	WTMA-FM	Atlantic Coast Bstg. Co.	95.1	Edward Manigault, Pres.
Columbia	WIS-FM	Bstg. Co. of the South	94.5	G. Richard Shafto, V.-P.
Greenville	WESC-FM	Greenville Bstg. Co.	92.5	Mrs. Scott Russell, Pres.
Greenville	WFBC-FM	News-Piedmont Co.	93.7	B. H. Peace, Pres.
Greenville	WMRC-FM	Textile Bstg. Co.	94.9	R. A. Jolley, Sr., Pres.
Greenwood	WCRS-FM	Greco, Inc.	95.7	Douglas Featherstone, Pres.
Rock Hill	WRHI-FM	York County Bstg. Co.	97.5	James S. Beaty, Jr., Gen. Mgr.
Spartanburg	WDXY	Spartan Radiocasting Co.	100.5	Walter J. Brown, Pres.
Spartanburg	W5PA-FM	Surety Bstg. Co.	98.9	Francis Hipp, Pres.

SOUTH DAKOTA

Rapid City	KOTA-FM	B. H. Bstg. Co. of Rapid City...	94.7	Robert J. Dean, Pres.
------------	---------	----------------------------------	------	-----------------------

TENNESSEE

Bristol	WOPI-FM	Radiophone Bstg. Sta. WOPI, Inc.	96.9	W. A. Wilson, Sr., Pres.
Chattanooga	WDDO-FM	WDDO Bstg. Corp.	96.5	Norman A. Thomas, Vice-Pres.
Chattanooga	WVUN	Unity Bstg. 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 Bstg. 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	Mountcastle Bstg. Co.	97.3	P. Mountcastle, Pres.
Memphis	WHHM-FM	Mid-South Bstg. Corp.	106.9	P. E. Furlow, Pres.
Memphis	WMCF	Memphis Pub. Co.	99.7	H. W. Slavick, Gen. Mgr.
Nashville	WSIX-FM	WSIX Bstg. Station	97.5	Jack M. Draughton, Gen. Mgr.
Nashville	WSM-FM	WSM, Inc.	103.3	John H. DeWitt, Jr., Pres.

TEXAS

Amarillo	KFDA-FM	Amarillo Bstg. Corp.	100.3	Gilmore Nunn, Pres.
Beaumont	KRIC-FM	The Enterprise Co.	99.5	E. C. Davis, Vice-Pres.
Baytown	KREL-FM	Tri-Cities Bstg. Co.	92.1	Robert Matherne, Pres.
Jelton	KMHB	Mary Hardin-Baylor Coll.	97.1	Dr. Gordon G. Singleton, Gen. Mgr.
Cleburne	KCLE-FM	Martí, Inc.	94.3	George W. Martí, Owner
Dallas	KIXL-FM	Variety Bstg. 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.
Denton	WRR-FM	City of Dallas	101.1	Dale Drake, Gen. Mgr.
Edinburg	KDNT-FM	Harwell V. Shepard	106.3	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 Bstg. Co., Inc.	98.7	George Roy Clough, Pres.
Houston	KPRC-FM	Houston Post Co.	102.9	W. P. Hobby, Pres.
Houston	KTRH-FM	KTRH Bstg. Co.	101.1	B. F. Orr, Pres.
Houston	KXYZ-FM	Shamrock Bstg. Co.	96.5	Glenn H. McCarthy, Pres.
Longview	KLTI-FM	R. C. LeTourneau, Inc.	105.9	R. C. LeTourneau, 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 Bstg. Co.	92.9	Eugene J. Roth, Pres.
San Antonio	KTSA-FM	Sunshine Bstg. Co.	101.5	Frank G. Huntress, Jr., Pres.
Temple	KTEM-FM	Bell Bstg. Co., Inc.	107.5	Frank W. Mayborn, Pres.
Texarkana	KCMC-FM	KCMC, Inc.	98.1	Frank O. Myers, Gen. Mgr.
Tyler	KGKB-FM	Mrs. Lucille Buford	101.5	Mrs. Lucille Buford, Owner
Wichita Falls	KWFT-FM	KWFT, Inc.	99.9	Kenyon Brown, Pres.

FM Stations in Operation

UTAH

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
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	J. R. Clark, Pres.

VIRGINIA

Arlington	WARL-FM	Northern Va. Bcstrs., Inc.	105.1	R. Kilbourne Castell, Pres.
Crews	WVSU-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.	100.1	David Hugh Dillard, Pres.
Martinsville	WMVA-FM	Martinsville Bcstg. Co.	96.3	William C. Barnes, Pres.
Newport News	WGH-FM	Hampton Roads Bcstg. Corp.	96.5	Raymond B. Bottom, Pres.
Norfolk	WRVC	Larus & Bros. Co., Inc.	102.5	C. T. Lucy, Gen. Mgr.
Norfolk	WTAR-FM	WTAR Radio Corp.	97.3	Campbell Arnoux, Pres.
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. Tennant Bryan, Pres.
Richmond	WRVB	Larus & Bros. Co., Inc.	94.5	C. T. Lucy, Gen. Mgr.
Roanoke	WDBJ-FM	Times World Corp.	94.9	J. P. Fishburn, Pres.
Roanoke	WROV-FM	Radio Roanoke, Inc.	103.7	Leo F. Henebry, Pres.
Roanoke	WSLS-FM	Roanoke Bcstg. Corp.	99.1	Paul C. Buford, Pres.
Suffolk	WLPM-FM	Suffolk Bcstg. Corp.	107.7	Fred L. Hart, Pres.
Winchester	WRFL	Richard Field Lewis, Jr.	92.5	Richard Field Lewis, Jr., Pres.

WASHINGTON

Longview	KWLK-FM	Twin City Bcstg. Corp.	103.9	C. O. Chatterton, Pres.
Rickland	KALE-FM	Yakima Bcsting. Co.	103.9	Robert S. McCaw, 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	E. W. Lippincott, Pres.
Seattle	KOMO-FM	Fishery's Blend Station, Inc.	98.9	O. W. Fisher, Pres.
Tacoma	KTNT	Tacoma News Tribune	97.3	Leonard H. Higgins, Mgr.

WEST VIRGINIA

Beckley	WCFC	Beckley Newspapers Corp.	101.3	E. J. Hodel, Gen. Mgr.
Beckley	WJLS-FM	Joe L. Smith, Jr.	99.5	Joe L. Smith, Jr., Pres.
Charleston	WGKV-FM	Kanawha Valley Bcstg. Co.	98.5	R. M. Venable, Pres.
Charleston	WKNA-FM	Joe L. Smith, Jr.	97.5	Joe L. Smith, Jr., Pres.
Clarksburg	WPDX-FM	Clarksburg Bcstg. Corp.	95.1	O. L. Billingsley, Pres.
Fairmont	WJPB	Fairmont Bcstg. Co.	92.3	J. Patrick Beacom, Pres.
Huntington	WHTN-FM	Greater Huntington Radio Corp.	100.5	A. B. Hyman, Pres.
Huntington	WPLH-FM	Huntington Bcstg. Corp.	102.5	Flem J. Evans, Pres.
Logan	WLOG-FM	Clarence H. Frey, Robert O. Greever	103.3	C. H. Frey, R. O. Greever, Owncr.
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

Eau Claire	WEAU-FM	Central Bcstg. Co.	94.1	W. C. Bridges, Pres.
Green Bay	WJPG-FM	Green Bay Newspaper Co.	101.1	A. B. Turnbull, Pres.
Janesville	WCLO-FM	Southern Wisc. Radio, Inc.	99.9	Sidney H. Bliss, Pres.
Madison	WFOV	Earl W. Fessler	104.9	Earl W. Fessler, Pres.
Madison	WIBA-FM	Bodger Bcstg. Co.	101.5	William T. Ejuac, 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	WEPM-FM	Milwaukee Bcstg. Co.	94.1	G. L. Roberts, Pres.
Milwaukee	WISN-FM	Hearst Radio, Inc.	102.9	G. W. Grignon, V.-P.
Necnoh	WNAM-FM	Necnoh Menasha Bcstg. Co.	98.5	Don C. Withth, Vice-Pres.
Oshkosh	WOSH-FM	Oshkosh Bcstg. Co.	92.9	William F. Johns, Jr., Chief Owner
Poynette	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	A. Matt Werner, Pres.
Waukesha	WAUX-FM	Waukesha Bcstg. Co.	95.3	Earl Taylor, Pres.
Wisconsin Rapids	WFHR-FM	William F. Huffman Radio, Inc.	103.3	Mrs. Louise Huffman, Pres.



The Barnes
Printing Co.

I N C O R P O R A T E D

Has Printed the
Radio Annual
and Television
Year Book
14 Years

"There must be a reason"

229 WEST 28th STREET
Between Seventh and Eighth Avenues, New York
P E N N S Y L V A N I A 6 - 4 7 3 8

Lessons In Leadership

• For twenty years, the Reeves Soundcraft name has been synonymous with leadership in sound recording media. Such leadership, while it carries great prestige and satisfaction, also imposes obligations and responsibilities. The lessons in leadership we have learned are these:

IN QUALITY—The craftsmen using Reeves Soundcraft products know they are the best, we can give them nothing less. The leader cannot compromise on quality.

IN DEVELOPMENT—Reeves Soundcraft has pioneered in the development of many new devices and methods applicable in the sound recording field. Our laboratories are years ahead of our production facilities—and always will be so long as we choose to lead.

IN PRICING—Reeves Soundcraft recognizes it cannot command a premium in price for its products merely because it is an acknowledged leader. We endeavor to produce custom-type products at mass production prices.

REEVES *Soundcraft* CORP.

Twenty Years of Leadership in Sound Electronics



10 EAST 52nd ST., NEW YORK 22, N. Y.

EXPORT—REEVES EQUIPMENT CORP., 10 EAST 52nd STREET, NEW YORK 22, N. Y.

Filter tubes • Recording tape and discs • Styli • Electronic accessories



EQUIPMENT

Radio-TV Equipment Manufacturers



RTMA Personnel — Committees



Consulting Engineers

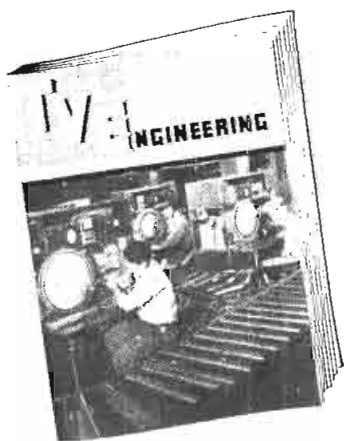


Chief Engineers

NINETEEN FIFTY-ONE



... if you are commercially or professionally interested in TV,



you must read

**TELEVISION
ENGINEERING**
every month!

*Devoted exclusively to TV
Research . . . Design . . .
Production . . . Operation . . .
Instrumentation*

TELEVISION ENGINEERING is the *only* trade publication which directs its *entire* editorial content to executives and engineers who design, manufacture, operate and maintain television receiving and transmitting equipment and accessories — both commercial and governmental.

Every issue is chock full of timely and thorough TV articles, authored by outstanding specialists.

Enter your subscription NOW

SPECIAL RATE . . . 3 years (36 issues) only \$5.

(1 year subscription \$3)

TeleVision Engineering

52 Vanderbilt Ave.

New York 17, N. Y.

A LIST OF IMPORTANT RADIO, TELEVISION AND FM

Equipment Firms

Admiral Corporation

3800 W. Cortland St., Chicago 47, Ill.
 Phone: Spaulding 2-0100
 N. Y. Phone: PLaza 7-7500

PresidentRoss D. Siragusa
 Exec. Vice-Pres.....John B. Huarisa
 Vice-Pres., Appliance Div..Lee H. D. Baker
 Vice-Pres., Real Estate..Richard F. Dooley
 Vice-Pres., Electronics Div....R. A. Graver
 Vice-Pres., Sales.....Wallace C. Johnson
 Vice-Pres., Purchasing.....Frank J. Kazda
 Vice-Pres., Prod.....Cy S. Rossate
 Vice-Pres., Eng.....Kenneth D. Turner
 TreasurerLynn C. Park
 SecretaryGeorge E. Driscoll
 Assistant Secretary.....Frank H. Uriell
 ComptrollerEdgar C. Bauler
 Adv. Dir.....Seymour Maintz
 Public Relations Dir.....Neil T. Regan
 Asst. Adv. Mgr.....John Wm. Walt
 TV Promotion Mgr.....Edwin J. Sherwood
 Service Manager.....M. J. Schinke

PRODUCTS: Television receiving sets, table models, consoles and TV-radio-phonograph combinations. Table model AM radios, AM-FM radio phonograph combinations. Dual-temp and conventional refrigerators, electric ranges.

Allen-Bradley Company

136 W. Greenfield Ave., Milwaukee 4, Wis.
 Phone: Mitchell 5-5151

Pres.-Sales Manager.....F. F. 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 7, Ill.
 Phone: HAYmarket 1-6800

PresidentA. D. Davis
 TreasurerA. E. Davis
 Purchasing Agent.....A. Brodsky

Advertising Manager.....J. W. Rubin
 Sales Manager.....S. H. Levey
 PRODUCTS: Knight wire recorder, Knight tape recorder, Knight amplifiers, from 8 to 80 watts, Knight FM-AM tuner, Knight FM-AM chassis.

American Structural Products Co. subsidiary of Owens-Illinois Glass Co.

Box 1935, Toledo 1, O.
 Phone: FA. 6543

PresidentS. J. McGiveran
 Gen. Sales Mgr.....E. B. Dennis, Jr.
 Industrial & Electronics
 Sales Mgr.J. P. Kearney
 Sales Promotion Mgr.....Harlan Hobbs
 Advertising Mgr.....W. E. McWhorter
 PRODUCTS: Cathode ray hulhs, hand blown hard and soft glass bulbs, and lime glass tubing, electronic glass, tube and rod specialties.

Amperex Electronic Corp.

25 Washington St., Brooklyn 1, N. Y.
 Phone: MAin 5-2050

Pres. & Sales Manager.....Sam Norris
 Dir. of Eng.....Dr. A. Senauke
 Advertising Mgr.....Louis Shappe
 Export Managers.....Rocke International
 PRODUCTS: Cathode Ray Receiving & Transmitting Tubes; Power & Transmitting Tubes; Special Purpose Tubes; Radiotron Counters.

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 Blebert
 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.

Amy, Aceves & King, Inc.

11 W. 42St., New York 18, N. Y.
 Phone: LOnacre 5-6622

PresidentErnest V. Amy
 Pur. Agt. & Credit Mgr.....Frank King

Equipment Manufacturers

Chief Engineer.....Julius G. Aeeves
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.I., N.Y.
Phone: STillwell 4-5111
President.....Frank A. D. Andrea
Sales Manager.....Lynn Eaton
Gen. Sec. & Chief Engineer.....Charles M. Sherwood
Sales Prom. & Advtg. Mgr.....Jack L. Hobby
Plant Mgr.....Joseph A. Poitras
Service Mgr.....Joseph Haug
Credit Manager.....Victor J. Buck
Purchasing Agent.....Bruce B. Donald
Industrial Relations Mgr.....John Andrea
Export Manager.....Ramon Massidal
PRODUCTS: Radio and TV-FM receivers and TV-AM-FM phono. combinations.

Andrew Corporation

363 E. 75 St., Chicago 19, Ill.
Phone: TRiangle 4-4100
Chairman, Bd. of Dir.....Dr. V. J. Andrew
President.....Mrs. A. S. Andrew
V.P. & 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, tower lighting equipment, indicating devices (misc.), monitoring equipment relays, transformers, UHF and VHF equipment and accessories.

Ansley Radio & Television, Inc.

11 St. Joe's Ave., Trenton 9, N. J.
Phone: TRenton 4-1175
President.....Bernard Fein
Purchasing Agent.....Gordon Poole
Traffic Manager.....John Forman
PRODUCTS: AM-FM console with phonograph; TV, table, console; FM table, FM console, AM-FM console; FM console with phonograph.

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: All channel TV and FM boosters.

Audak Company

500 Fifth Ave., New York 18, N. Y.
Phone: LA 4-3723-3724
President.....Maximilian Weil
Vice-President.....Geo. V. Sullivan
Advertising.....Hart Lehman
Secretary.....J. C. Parvey
PRODUCTS: Electronic reproducing and recording equipment.

Audio Devices, Inc.

141 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-0973
President.....Wm. C. Speed
Vice-President/Sec.....Byce 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), Magnetic Recording Tape (Audiotape).

Audio Masters Co.

311 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 3-3881
President.....Herbert Rosen
PRODUCTS: Play-back machines, tape recorders.

Audio & Video Products Corporation

1650 Broadway, New York 19, N. Y.
Phone: PLaza 7-0780
Pres. & Gen. Mgr.....Charles E. Rynd
Vice-President (Sales).....Russell O. Hudson
Treas.....Richard S. Rynd
Vice-Pres. (Engrg.).....W. Oliver Summerlin
PRODUCTS: Ampex magnetic tape recorders, Altec Lansing equipment, Cinema Engineering Products, Lip-Sync. equipment, microphones, recording tape and accessories.

Automatic Manufacturing Corp.

65 Gouverneur St., Newark 4, N. J.
Phone: Humboldt 5-2100
President.....Martin H. Benedek
Vice-Pres. Charge of Sales.....Bert E. Smith
Chief Engineer.....Joseph A. Mazzola
Credit Mgr.....M. E. Silver
Purchasing Agent.....J. A. Heimbruch
PRODUCTS: Intermediate Frequency Coils, Radio Frequency Coils, K-trans. tuners.

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 Television & Broadcast Receiver Division
(Bendix Aviation Corp.)**

East Joppa Road, Towson 4, Maryland
Phone: Towson 2200

General Manager W. A. Mara
General Sales Manager..... R. W. Fordyce
Merchandise Manager..... C. J. Hassard
Adv. & Sales Prom. Mgr..... W. C. Lederer
Credit Manager H. F. B. Kerr
Chief Engineer J. M. Miller, Jr.
Service Manager W. P. Muller
PRODUCTS: 14", 16", 17" and 20" TV receivers, both table models and console. AM and FM Console radios; 3 speed phono on some models.

Bendix Radio, Broadcast Receiver & Television, Division of Bendix Aviation Corp.

Baltimore 4, Md.
Phone: TUxedo 4020

General Manager W. A. Mara
Sales Manager R. W. Fordyce
Chief Engineer J. Miller
Advertising Manager W. C. Lederer
Purchasing Agent J. L. Winchester
Gen. Factory Mgr..... E. F. Kolar
PRODUCTS: Radio and Television Receivers.

William Brand & Co.

276 Fourth Ave., New York 10, N. Y.
Phone: ORchard 4-6960

President William Brand
Sec. & Treas..... William Naumburg, Jr.
Vice-President Alfred W. Brand
Sales Manager..... R. H. Robinson
Chief Engr..... Stanley F. Luques
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; Varnisher Cambrie, Paper, Tapes; Electrical Insulation Composites; Wire Markers; Wire, Polyvinyl Insulated; Specializing in fine ganges of solid and stranded conductor construction. Wire, Polyethelene Insulated for High Voltage and Transmission Use—both Jacketed and Un-Jacketed 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..... Frank Hill
PRODUCTS: High quality audio amplifiers.

Browning Laboratories, Inc.

750 Main St., Winchester, Mass.
Phone: WInchester 6-2121

President G. H. Browning
Vice-President R. L. Purrington
Chief Engineer F. A. Spindell
Production Manager J. C. Sullivan
PRODUCTS: FM tuners; FM-AM tuners; Frequency meters, cathode ray oscilloscopes, 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 16, Calif.
Phone: Talbot 4943

Owner-Chief Eng.... William W. L. Burnett
PRODUCTS: Piezo-electric crystals, crystal holders, constant temperature controlled ovens, frequency measuring equipment, laboratory equipment, conducting regular radio laboratory measurements, offering a completed frequency measuring service, from 10 kc to 500 mcs covering both AM and FM measurements. All stations must be within receiving distance of the laboratory. Special laboratory equipment developed and tested.

Chicago Telephone Supply Corp.

1142 W. Beardsley Ave., Elkhart, Ind.
Phone: 3-0310

President J. G. Best
V. P. & Gen. Sales Mgr..... W. A. Nicely
V. P. & Gen. Mgr..... B. S. Turner
Chief Engineer W. H. Budd
Credit Manager M. F. Schenck
Purchasing Agent F. A. Bundy
General Superintendent..... G. M. Cooper
Industrial Relations Mgr..... A. M. Daily
Export Manager..... W. A. Nicely
Traffic Manager R. I. Corner
PRODUCTS: Composition variable resistors, wirewound variable resistors, associated switches.

Clarostat Mfg. Co., Inc.

Dover, N. H.

Chairman of the Bd..... John Muecher
President Victor Muecher
Sales Mgr. Distributors
Div. Fran Chamberlain
Secretary Arthur Richenthal
Chief Engineer George Muecher
Sales Mgr. I. J. Youngblood
Jobber Sales Mgr..... Fran G. Chamberlain
PRODUCTS: Volume Controls; Sound System Constant-Impedance Controls, Attenuators, L- and T-pads, Faders, etc.; Fixed and Adjustable Wire-Wound Resistors; Voltage Dividers; Line Voltage Regulators; Resistance Bridges; etc.

Equipment Manufacturers

Capehart-Farnsworth Corp.

3700 E. Pontiac St., Fort Wayne 1, Ind.

Phone: ANthony 5301

President Fred D. Wilson
Chairman of the Bd. Wm. H. Harrison
Vice President (Research)

Philo T. Farnsworth
Vice President (Engineering) Antony Wright
Asst. V. P. J. C. Ferguson
Treasurer Paul H. Hartmann
Comptroller W. F. Hoepfner
Secretary and Asst. Treas. C. H. Wiggin
Assistant Secretary Dudley M. Day
Assistant Secretary C. Douglas Webb
Asst. Treasurer John J. Brouson
Asst. Treasurer Edmund H. Dufau
Asst. Comptroller Roy H. Workman
Asst. Comptroller Paul F. Swaatee
Asst. Chief Engr. J. S. Jacoby, Jr.
Director of Sales E. Patrick Toal
Merchandise Mgr. J. C. Hunter
Director of Advertising S. A. Morrow
Sales Promotion Mgr. William Costello
Director of Purchases E. S. Needler
Traffic Mgr. R. M. Hoey
Credit Mgr. A. E. Sibley

PRODUCTS: Capehart television receivers, AM-FM phonograph-radios, table and clock radios, industrial television systems, 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. J. Chg. Engr. & Mfg. L. M. Craft
Secretary-Treasurer S. J. Storm

PRODUCTS: Standard and FM broadcast station transmitters, speech equipment and accessories, Radio communication ground station and airborne transmitters and receivers for Government, commercial airlines and other industrial users, Radio amateur transmitters, receivers and accessories.

Columbia Records, Inc.

1173 Barnum Ave., Bridgeport 3, 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. L. V. Ruyschaert
Ind. Rel. Mgr. K. Raine
Order Service Mgr. E. P. Eldridge
Traffic Manager Lou Morrison

PRODUCTS: Phonograph Records, Phonograph Needles and Electrical Transcriptions, Long Playing Microgroove Records.

Continental Electric Co.

715 Hamilton St., Geneva, Ill.

Phone: GENEVA 1140

President H. R. McIlvaine
Credit Manager J. E. DeVleshowet
Chief Engineer J. H. Cook
Sales Engineer J. S. Kirk
Sales Manager E. C. Hanson

PRODUCTS: Phototubes, rectifier tubes, thyratrons, lead sulfide cells, TRU VAC vacuum gauges, TV picture tubes.

Continental Electronics Mfg. Co.

1212 Buckner Blvd., Dallas 10, Texas

Phone: RIVERSIDE 3611

President James O. Weldon
Vice-President Lester H. Carr
General Mgr. W. M. Witty

PRODUCTS: Broadcast Radio Equipment.

Corning Glass Works

Corning, New York

Phone: Corning 372

President W. C. Decker
V.P. & Controller George D. Macbeth
V.P. & Secretary William H. Curtis
V.P. & Treasurer Chas. D. LaFollette
Vice President Harry M. Hosier
Vice President Jesse T. Littleton
Vice President William C. Taylor
Asst. Secretary Wm. W. Sinclair
Asst. Secretary Frederick H. Knight
Asst. Treasurer C. H. Kruidenier
Mgr. Electrical Products Div. J. L. Ward
Mfg. Mgr. Elec. Products Div.

J. L. Hanigan
Sales Mgr. Electronic Sales Dept.

J. S. Muller
Purchasing Agent F. S. Conable
Mgr., Public Relations Department

Howard E. Bahr
PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, pyrex brand radio, insulators and bushings, resistor tubes, metallized glassware, including trimmer capacitors, resistors, etc.

Cornish Wire Co., Inc.

15 Park Row, New York 7, N. Y.

Phone: BARELAY 75119

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

Equipment Manufacturers

PRODUCTS: Radio and TV wire products including electronic and intercommunicating wires and cables, electric wire products including lamp cords, fixture wire, rubber jacketed cords and cord sets.

Crosley Division-AVCO Mfg. Corp.

1329 Arlington St., Cincinnati 25, O.

Phone: KIRby 6600

N. Y. Phone: MURray Hill 3-0202

Vice-Pres. & Gen. Mgr. John W. Craig
 Vice-Pres. & Gen. Sales Mgr. Wm. A. Bles
 Gen. Works Mgr. F. L. Meacham
 Controller W. A. Smith
 Director of Purchases Frank W. Warner
 Director of Industrial

Relations Paul W. Denbery
 Asst. Gen. Sales Mgr.-In

Charge of Adv. V. C. Havens
 Mgr. Radio & TV Section L. E. Septer
 Mgr. Appliance Eng. O. E. Norberg
 Mgr. Electronic Eng. D. B. Mason
 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

Robert E. Dunville

PRODUCTS: Television, 24 models including table, consoles and console phono-combinations. Radio, 28 AM table models in wide color range, 6 clock radios in colors, 4 AM-FM models, 5 portable models, phono-combinations, and versatile radio-TV combination.

Doolittle Radio Inc.

7421 S. Loomis Blvd., Chicago 36, Ill.

Phone: RAdcliffe 3-4100

President E. M. Doolittle
 Genl. Manager M. E. Montgomery

PRODUCTS: FD-12 Frequency & modulation monitor. Monitors carrier operating frequency as well as deviation during FM modulation on any four frequencies between 25 and 175 mc. "littlefones" Models PJZ-2, three-quarters watt output, 25-50 mc, PJZ-4, two full watts output, 25-50 mc, PJZ-12 one-half watt output 150-175 mc, and PJZ-14, one full watt output 150-175 mc.

Hugh H. Eby, Inc.

4700 Stenton Ave., Philadelphia, Pa.

Phone: DAVenport 4-7000

President James L. Hawley
 Vice-Pres. Bernard Offerman
 Secy.-Treas. Jules Sussman
 Personnel Mgr. A. H. Hankinson
 Chief Engineer E. E. Ritter
 Credit Mgr. Wm. T. Ludwig
 Sales Mgr. W. J. Sharp

PRODUCTS: Adaptors, jacks, knobs, plugs, male and female connectors, binding posts, octal sockets, miniature sockets (seven and

nine pin), terminal strips, terminal boards, special assemblies (both mechanical and electrical) true shields, metal stampings.

Allen B. Du Mont Laboratories, Inc.

750 Bloomfield Avenue, Clifton, N. J.

Phone: Mulberry 4-7400

for all divisions

President Allan B. Du Mont
 Vice-President Leonard F. Cramer
 Director of Research

Thomas T. Goldsmith, Jr.

Asst. to President Stanley F. Patten
 Mgr., Mfg. Divisions except

TV Receiver & Elect.

Pts. C. Edwin Williams
 Controller B. L. Graham
 Director of Industrial Rela-

tions Harry Houston
 General Supt. Bruce T. Du Mont
 Government Sales H. B. Graham

TV Receiver Manufacturing Div.

35 Market St., East Paterson, N. J.

Manager Ricardo Muniz
 Manufacturing Mgr. Morris Spector
 Chief Engineer Irving E. Lempert

Purchasing Agent William Paton
TV Receiver Sales Div.

35 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
Electronic Parts Div.

35 Market St., East Paterson, N. J.

Manager Paul Ware
 Sales Manager Harry Van Renssalaer
 Chief Engineer Harvey Mensch
 Manufacturing Mgr. Charles Seelig

TV Transmitter Division

1000 Main Avenue, Clifton, N. J.

Manager Herbert E. Taylor
 Sales Manager James Tharpe
 Chief Engineer Gordon Gregory
 Manufacturing Mgr. Chester E. Greenwood
 Purchasing Agent Lawrence A. Fuller

Cathode-Ray Instrument Div.

1000 Main Avenue, Clifton, N. J.

Manager Rudolf Feldt
 Sales Manager G. Robert Mezger
 Chief Engineer P. Samuel Christaldi
 Manufacturing Mgr. Robert Svozil
 Purchasing Agent C. Paul Martin

Cathode-Ray Tube Div.

750 Bloomfield Ave., Clifton, N. J.

Manager Irving G. Rosenberg
 Chief Engineer A. Y. Bentley
 Manufacturing Mgr. Frank Beldowski

Du Mont TV Network

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

Phone: MURray Hill 8-2600

Director Mortimer W. Loewi
 General Manager C. J. Witting

Equipment Manufacturers

Sales Manager Thomas Gallery
 Chief Eng., Network R. Chipp
 Mgr., WTTG, Wash., D. C. Walter Compton
 Mgr., WDTV, Pittsburgh Donald Stewart
 Public Relations & Publicity G. Lyons
 Advertising Sales Promotion C. Stern
PRODUCTS: Du Mont Television Receivers, Du Mont Imputuners and Sensituners, Television Component Parts, Cathode-ray Tubes for Television Receivers and Industrial Use, Complete Television Transmitting Equipment including Control and metering accessories, camera chains, film pick-up chains, mixing desks, sync generators, and studio control consoles, Cathode-ray Oscillographs for Television and Radio Testing, and general industrial use.

Electronic Specialty Co.

3156 Glendale Blvd., Los Angeles 39, Calif.
 Phone: NO. 2-2168

President Wm. H. Burgess
PRODUCTS: Ranger radio equipment; Shavex Electronic Inverters.

Electronic Tube Corp.

1200 E. Mermaid Lane, Phila. 18, Pa.

Phone: Chestnut Hill 7-6800

Pres. Edward D. Gray
 V.P.-Chief Engineer Henry S. Bamford
 Credit Mgr. C. John Seez
 Purchasing Agent J. Edwin Fitzgerald

PRODUCTS: Cathode Ray Receiving, Multi-Tum and Special Purpose Cathode Ray Tubes; Multi-Channel Oscilloscopes; High gain DC Amplifiers, Special design AC and DC Amplifiers; Special design Signal Generators; Electronic Engineering and Development.

Emerson Radio & Phonograph Corp.

111 Eighth Ave., New York 11, N. Y.

Phone: CH. 2-1800

President B. Abrams
 Secy.-Treas. Max Abrams
 Exec. Vice-Pres. Dorman D. Israel
 V.P.-Asst. to Pres. John D. Small
 Vice-Pres. Sales Charles Robbins
 Vice-Pres. Purchasing Harvey Tullo
 Vice-Pres. Work Mgr. E. J. Kelly
 Controller A. Vogel
 Director Engineering D. D. Israel
 Distribution Mgr. Joseph Kattan
 Sales Mgr. TV Div. S. M. Abrams
 Sales-Promotion Mgr. Hal Dietz
 Public Relations Mgr. E. F. Solow
 Gov't Contracts Div. Mgr. Gerald Light
 Export Mgr. Joseph Kattan
 Personnel Mgr. P. R. Certo
 Service and Parts Mgr. Edward Fishbein

PRODUCTS: Emerson Television Receivers; Table model and consoles 12 $\frac{1}{2}$ ", 14",

16", 17", 19", direct view picture tube; also 19" projection TV. In table model and console; combination with radio and phonograph. *Emerson Radio Receivers:* AC/DC compact and table models; AM compact model; AM table models; AM portable; AM/FM table model. Portable radio: self powered and 3-way. Phonoradio table model; phonoradio console; record players.

Espey Manufacturing Co., Inc.

528 E. 72 St., New York 21, N. Y.

Phone: TRafalgar 9-7000

President & Treas. Nathan Pinsley
 V.P. & Sales Advtg. W. Walter Jablon
 Vice-Pres. Production Sol Pinsley
 V.P. Eng. Sam Sark
 Secretary Morris Pinsley

PRODUCTS: Model TV3K, TV Training Kit, Model 511B AM & FM Radio Receiver Chassis, 10 watts audio, Model 512B AM-FM Radio Receiver Tuner, self powered, Model 513B, AM-FM Radio Receiver Tuner, Model 514-B, amplifier & power supply, 20 watts audio for Model 513B tuner.

Fairchild Recording Equipment Corp.

154 St. & 7 Ave., Whitestone, N. Y.

Phone: INdependence 3-2100

President Fred R. Driessen
 Vice-Pres. & Gen. Mgr. Wentworth D. Fling
 Secretary-Treasurer John B. Wolff, Jr.

PRODUCTS: Sound recorders; synchronous disk recorders, synchronous magnetic tape recorders; transcription tables; magnetic cutterheads; dynamic pickups; miniature cartridges; recording equalizers; pick-up equalizers; unitized amplifier systems and audio systems. Special development projects undertaken.

Federal Telephone and Radio Corp.

100 Kingsland Road, Clifton, New Jersey

Phone: NUlley 2-3600

Executive Vice-Pres. H. C. Roemer
 Vice-President W. Hutton
 Vice-President F. B. Powers
 Asst. to the Exec. V.P. G. T. Seharffenberger
 Comptroller R. D. Osborne
 Secretary W. B. Level
 Treasurer W. E. Ogilvie, Jr.
 Dir. Vacuum Tube Div. W. Happe, Jr.
 Dir. of Selenium Intelin Div. S. J. Powers
 Works Mgr. T. M. Douglas
 General Sales Mgr. R. S. Perry
 Advertising Mgr. Crump Smith
 Sales Mgr. Vacuum Tube Div. C. J. Harrison

PRODUCTS: Radio and Television equipment, transmitting and rectifying tubes, TV receiving tubes, microwave radio relay links

Equipment Manufacturers

and carrier systems, HF cable, field intensity meters, radar, miniature and standard selenium rectifier stacks, battery chargers and power supplies, measuring equipment.

Facsimile & Electronic Corp.

4th & Virginia St., Passaic, N. J.

Phone: PR. 7-3440

President.....Casper M. Bower
Asst. to Pres.....J. G. Crost
Chief Engineer.....M. L. Cohen
Purchasing Agent.....E. Coudron
Director of Research.....I. H. Franzel

PRODUCTS: Facsimile Receivers, Transmitters and Duplicators; Industrial Facsimile Equipment.

Franklin Airloop Corp.

A. W. Franklin Mfrg. Corp.,

43-20-34th St., Long Island City 1, New York

Phone: ST. 4-1160

President.....Albert W. Franklin
Works Mgr.....Henry M. Randall
Chief Engineer.....Milton King
Credit Mgr.....Albert Pappert
Purchasing Agent.....Jack Blau
Industrial Rel. Mgr.....Mrs. Sara Alhert
Service Mgr.....William Telmoss
Sales Promotion Mgr.....Seymour Mausner

PRODUCTS: Tube adapters, bakelite stampings, banana pin boards, capacitor and resistor boards, brackets, bushings, cable assemblies, clamps, clips, connectors, contacts, couplings, dial light sockets, fastening devices, fiber stampings, hearing aid connectors, crystal holders, molded insulation parts, stamped insulation parts, jacks, test leads, looking rings, lugs, masonite stampings, metal parts, stamped, metal stampings, pilot light assemblies, pins, plastic fabrication, plugs, retaining rings, sockets, switches, terminal blocks, terminal boards, terminal strips, metal terminals, insulating washers.

Freed Radio Corp.

200 Hudson St., New York 13, N. Y.

Phone: WO. 4-0770

President.....Arthur Freed
V.-P. & Dir. of Eng. & Res.....Joshua Sieger
Dir. of Physics.....Adolph H. Rosenthal
Purchasing Agent.....Sam Abramson

PRODUCTS: TV consoles, radio-TV consoles, radio-TV-phonographs, AM-FM radio phonographs, AM-FM radios.

Gates Radio Co.

123 Hampshire St., Quincy, Ill.

Phone: 522-523

President.....P. S. Gates
Executive V-Pres.....L. I. McEwen

V.-P. Sales & Engr.....F. O. Grimwood
Executive Secretary.....A. S. Petzoldt
Chief Engineer.....F. W. Wentura
Mgr. Eastern Zone Sales...O. J. McReynolds
N. Y. Sales Engr.....L. J. Cervone

PRODUCTS: AM & FM transmitters; complete speech input systems; control units; transcription turntables and recording units; antenna phasing, coupling, and control equipment; power supplies; remote amplifiers; communications and talk-back remotes; transmission line for both coaxial and open wire types.

General Electronics Inc.

101 Hazel St., Paterson 3, N. J.

Phone: MU. 4-5271

President.....D. E. Replogle
Gen. Mgr.....C. G. Hampson, Jr.
Purchasing Agent.....C. W. Wilkie
Chief Eng.....R. Shima
Eng. Chg. Produn.....I. Stein
Sales Mgr.....V. E. Havers

PRODUCTS: Cathode ray tubes.

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
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. Lucas

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 and Taylor Streets, Elyria, Ohio

Phone: 2235

President.....Allan W. Fritzsche
V.-P.-Sales Mgr., Motor Div.....H. E. Moon
V.-P.-Factory Mgr., Plastic Div...O. W. Marsh
Sales Mgr., Plastic Div.....Steve Hildebrand
Factory Mgr., Motor Div.....Charles Walsh
Purchasing Agent.....Clete Heidrich
Treasurer.....C. F. Russert
Chief Eng. Motor Div...Howard Shumaker
Chief Eng. Plastic Div.....Russell Smith
Dir. of Industrial Relations...George Morrison

PRODUCTS: Electric Phonograph motors, Smooth power motors, Disc Recording assemblies, Tape Recording assemblies, Molders of plastic parts.

Equipment Manufacturers

General Instrument Corp.

829 Newark Ave., Elizabeth 3, N. J.

Phone: ELizabeth 3-4400

Chairman of the Board.....A. Blumenkrantz
Pres. & Treas.....R. E. Laux
Secy. & Controller.....W. M. Torgersen
Sales Manager.....Louis Martin
Director of Eng.....W. P. Hilliard
Chief Engineer.....B. N. Fisher
Credit Manager.....J. T. Lenihan
Dir. of Purchases.....C. B. L. Townley
Export Agents.....Ad. Anriema, Inc.

PRODUCTS: Television Front End Tuners, Variable Condensers, Auto Radio Tuners, Automatic Record Changers.

General Laminated Products, Inc.

2857 South Halsted Street, Chicago 8, Ill.

Phone: Victory 2-0707

N. Y. Phone: Digby 9-1330

President.....Morris Perlman
Chief Engineer.....Albert Krivo
Purchasing Agent.....Robert Smith
Sales Mgr.....L. D. Tenenberg

PRODUCTS: Sockets, Terminal Board Assemblies, Laminated Phenolic Parts, Battery Connectors, Coil Forms, Resistor Board Assemblies, multiple and single Male and Female Pin Plug Assemblies.

General Precision Laboratory, Inc.

63 Bedford Road, Pleasantville, N. Y.

Phone: Pleasantville 2-2000

President.....H. G. Place
Exec. Vice-Pres.....Herbert Barnett
Vice-Pres. & Dir. of Res.....Dr. R. L. Garman
Comm. Engr. Mgr.....Blair Foulds
Chief Engineer.....W. P. Short
Mgr. Theatre TV Dept.....John Sims
Mgr. TV Bestg. Dept.....E. A. Hungerford, Jr.
Govt. Contract Rep.....Walter Cooper
Mgr. Field Service Div.....A. C. Haemer, Jr.

PRODUCTS: Image Orthicon Camera Chain, 16-mm Arc Projector, 16-mm Utility Projector, Video Recording System, Rapid Film Processor, Videogram Amplifier, Video Switcher, Synchronizing Generator, Videofilm Theatre Television System.

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.

Phone: TRowbridge 6-4400

N. Y. Phone: WOrth 2-5837

Chairman of Board.....H. B. Richmond
President.....E. H. Locke
Vice-Pres. for Sales.....A. E. Thiessen
Vice-Pres. for Mfg.....C. C. Carey
Secretary-Treasurer.....F. L. Tucker
Sales Engg. Mgr.....M. T. Smith
Export Mgr.....C. E. Hills, Jr.

Chief Engineer.....D. B. Sinclair

Publicity Mgr.....C. E. Worthen

Service Mgr.....H. U. Dawes

Graybar Electric Company, Inc.

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

Phone: LE 2-4000

President.....A. H. Nicoll
Vice-President.....G. F. Hessler
Genl. Communications

Sales Mgr.....J. W. La Marque
Mgr., Electronic Sales.....R. W. Griffiths

PRODUCTS: Amplifiers, antenna equipment, attenuators, cabinets, consoles, loudspeakers and accessories, monitors, recorders and accessories, speech input equipment, test equipment, towers, tower lighting equipment, transmission line and accessories, transmitters, broadcast tubes, turntables, reproducers and accessories, wiring supplies and devices.

The Hallicrafters Co.

1101 W. Fifth Ave., Chicago 24, 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.....H. J. Adler
Advertising Mgr.....Chas. J. Nesbitt
Service Manager.....Norman Cooper
Credit Manager.....Gal A. Sheara
Export Agents.....Phillips Export Corp.

PRODUCTS: TV Receivers, Short-Wave "Ham" Xmitters and Receivers, Portable Radios, FM AM Radios.

The Hammarlund Mfg. Co., Inc.

160 W. 34 St., New York 1, N. Y.

Phone: LOngaere 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.

Hartenstin-Zane Co., Inc.

225 Broadway, New York 7, N. Y.

Phone: BA 7-8390-1

Gen. Mgr. & Sec.....Chas. J. Hartenstine
Asst. Sec.....M. A. Hartenstine

PRODUCTS: Specialize in the design of tower foundations; erecting, lighting and painting radio towers; installing ground system for AM broadcasting, the installation of broadcasting antennae and accessories for FM & TV maintenance and repairs of radio towers, antennae & electrical accessories since 1922.

Harvey Radio Laboratories, Inc.

447 Concord Ave., Cambridge 38, Mass.

Phone: TRowbridge 6-2800

President.....Frank Lyman, Jr.
 Dir. Contract Adm.....Norman W. Bertelsen
 Sales Engineer.....E. J. Vogel
 Clerk of Corp.....R. W. Martin
 Chief Engineer.....B. J. Cosman
 Purchasing Agent.....Frank C. Waterhouse
 Comptroller.....Gordon C. Genter
 Production Mgr.....E. Douglas Papkee
 Personnel Director.....Mary Rizzitano

PRODUCTS: High fidelity FM broadcast transmitting and studio equipment, short wave telephone and telegraph transmitters, high fidelity FM broadcast receivers, regulated power supplies, IF strips, visual alignment signal generators, galvascopes and associated radio and electronic equipment, two-way emergency communications equipment.

Haydu Brothers

P. O. Box 1226, Plainfield, N. J.

Phone: PLainfield 6-0878

President.....George K. Haydu
 Secy.-Treas.Zoltan Haydu
 Chief Engineer.....Victor De Lucia
 Sales Manager.....Don Kenney
 Purchasing Agent.....A. Fleischman

PRODUCTS: Television picture tubes, miniature receiving tubes, power tubes for transmitting and industrial use, electron guns for television picture tubes, components for all types of vacuum tubes, including receiving and transmitting. TV radio, x-ray, incandescent and special purpose tubes, equipment for the manufacture of such tubes, equipment for the manufacture of neon signs, cold cathode lamps, and various special purpose lamp machinery.

Hazeltine Electronics Corp.

58-25 Little Neck Pkway, Little Neck, L. I., N. Y.

Phone: FLushing 7-8700

President.....W. A. MacDonald
 Executive Vice-Pres.....J. B. Dow
 V.P. in Chg. of Sales.....F. Robinson
 V.P. in Chg. of Research.....A. V. Loughren
 V.P. in Chg. of Engrng.....O. M. Dunning
 V.P. in Chg. of Mir.....J. Willenbecher
 Director of Procurement.....M. E. Bahr

PRODUCTS: Military types of radio and radar equipment. Air and marine electronic navigational equipment. Radio, radar and TV test equipment for laboratory and production testing.

Hytron Radio & Electronics Corp.

P. O. Box 390, 76 Lafayette St., Salem, Mass.

Phone: Salem 2260

President.....Bruce A. Coffin
 Chairman of Board-Treas...Lloyd H. Coffin
 Vice-President.....Edgar M. Batchelder
 Vice-Pres. & Sales Mgr.....John Q. Adams
 V.P. Chg. of Engineering...C. F. Stromeyer
 Advertising Manager.....Harry G. Burnett
 Credit Manager.....M. S. Jones
 Purchasing Agent.....Edward R. Carroll
 Industrial Relations Mgr.....A. S. Nelson
 Export Manager.....W. L. Urquhart

PRODUCTS: Receiving and electronic tubes; special purpose tubes, voltage regulators.

The Indiana Steel Products Co.

6 N. Michigan Ave., Chicago 2, Ill.

Phone: FRanklin 2-1114

Pres. & Treas.A. D. Plamondon, Jr.
 V. P. & Gen. Mgr.....R. F. Smith
 V. P. & Sales Mgr.....F. A. Hayden
 Advertising Manager.....I. A. Dickey

PRODUCTS: Permanent Magnets, Ion Traps, Permanent Magnet Focus Coils, 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 Manager.....A. S. Chambers
 SuperintendentF. Henneke
 Industrial Sales Mgr.....I. Romm
 Chief Engineer.....L. 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; Baases, 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, Dohle Phone; Cords, Resistor; Couplers, Flexible; Cushions, Ear; Cutters, Replacement; Cutting Tools; Dial Markers; Dial Plates; Displays; Drill, Replacement; Eyelets; Equalizing Condensers; FM Antennas; Fuse Mountings; Fuse Retainers; Grid Caps; Grid Cap Shield; Grommets, Rubber; Hardware, Radio; Headphones; Insulators; Jacks; Jacks, Microphone; Jacks, Shielded; Jacks, Tip; Jacks, Transmitting; Jars, Glass; Knobs; Lugs, Sol-

dering; 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; Reels; 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: HEnlock 4076

President,.....L.....Paul F. Jackson
Vice-President,.....Robert C. Apple
Sales Manager,.....Myron Fulkerson
Production Manager,.....William Hagstrum

PRODUCTS: Oscillograph, TV generator, tube testers, VTVM, test oscillators, FM generators, condenser testers, audio oscillator.

Jefferson Electric Co.

25th Ave. & Madison St., Bellwood, Ill.

Phone: MAnsfield 6-7161

President,.....J. M. Brennan
V. P. & Sales Mgr.,.....J. R. Ford
V. P., Engineer,.....L. Maurer
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, horizontal and vertical scanning transformers, centering and focusing coils.

Jensen Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.

Phone: POrtsmouth 7-7600

President,.....Thomas A. White
Sales Manager,.....Charles A. Hausen
Product Manager,.....Ralph P. Glover

PRODUCTS: Loudspeakers and accessories, cabinets for radio and TV equipment.

JFD Manufacturing Co., Inc.

6101-6123 16th Ave., Brooklyn 4, N. Y.

Phone: BEnsonhurst 6-9200

President,.....Julius Finkel
Vice-President,.....Albert Finkel
Secretary-Treasurer,.....Edward Finkel

PRODUCTS: TV antennas, FM antennas, TV antenna brackets and accessories, insulators, TV booster, wire, masts, glare filters, wire strippers, key hex wrenches, plugs, male, female, AC-DC continental and domestic test leads, test prods, phono needles, grille cloth, dial pointers, steel rule and wire gauge, line cords, resistance cords, AC service cords, "Sockette" radio tube adapters, exact duplicate ballast tubes, phosphor bronze dial cable, battery adapted harnesses, adjustable ballast tubes, resistance cord adapters, phono adapter switches, microphone connectors, midget jacks and plugs, toggle switches, auto condensers.

Johns-Manville

22 E. 40th St., New York 16, N. Y.

Phone: LEXington 2-7600

Commodity Manager,.....P. J. Washburn
(Acoustical Materials)

PRODUCTS: Sound control materials for broadcasting and recording studios.

Kerrigan-Lewis Mfg. Co.

4121 W. Rice St., Chicago 51, Ill.

Phone: SPaulding 2-7208

President,.....Vincent M. Kerrigan
Vice-Pres.-Treasurer,.....Charles F. Lewis
Secretary,.....Fergus Kerrigan

PRODUCTS: Magnet and Litzendraht Wire.

King Laboratories, Inc.

127 Solar St., Syracuse 4, N. Y.

Phone: 2-5209

President,.....Aden J. King
Vice-President,.....F. M. Michaelian
Treas. & Gen. Mgr.,.....W. R. MacLeod
Secretary,.....Barbara H. Sisson

PRODUCTS: Special alloys, chemicals and metals, radio tube parts, 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. Halbnark
Asst. Treasurer,.....Andrew J. Prins

PRODUCTS: Audio amplifiers, power supplier, audio and power transformers, accessories for public address and broadcast systems.

Lehigh Structural Steel Co.

17 Battery Place, New York 4, N. Y.

Phone: WHitehall 4-1424

Sales Mgr., Radio Div.....J. F. Neary
PRODUCTS: Towers for TV-AM-FM Vertical Radiators Relay Towers.

Machlett Laboratories, Inc.

1063 Hope St., Springdale, Conn.

Phone: STamford 4-5781

President.....R. R. Machlett
 Vice-Pres. of Sales.....W. E. Stevenson
 Treasurer.....J. A. Lambert
 V.P. of Production.....J. W. Skehan
 Vice-President.....H. J. Hoffman
 Mgr. Engineer.....T. H. Rogers
 Adv. Mgr.....R. N. Kellogg, Jr.
 Industrial Rel. Mgr.....R. Gordon Hamblen
 Export Mgr.....A. J. Foster

PRODUCTS: X-ray tubes for all medical, industrial and special purposes, Valve Tubes, Radio Transmitting Tubes, Communication Tubes, R.F. Heating Tubes.

The Magnavox Co.

Bueter Road, Fort Wayne 4, Indiana

Phone: Eastbrook 5471

Chairman of the Bd...Richard A. O'Connor
 President.....Frank M. Freimann
 V.P. & Secretary.....Gerard M. Ungaro
 Vice President.....Edwin J. Pridham
 V.P. & Comptroller.....John D. Grayson
 Treasurer.....J. S. Sturgeon
 Radio-Phonograph & TV

Factory Manager.....Harold M. Detrick
 Division.....L. E. Quinnell

Chief Television Engineer....Frank Norton
 Chief Radio-Phonograph Engineer.....R. H. Dreisbach
 Mechanical Engineer

R.P. & TV.....W. E. Kierulff
 Asst. Sales Mgr. & Merch. Mgr.-

Radio & TV Div.....Stewart Roberts
 Dir. of Adv. & Public

Relations.....Lauren K. Hagaman
 Sales Manager—

Components Div.....Stanley S. Sondles
 Sales Mgr. Spec. Devices....John C. Koonz
 Service Mgr. RP & TV.....Ray J. Yeranko

PRODUCTS: Receivers: Radio: AM-FM Console with Phonograph. Television: Table, Console, AM-FM Console with Phonograph. Speakers, Capacitors, Solenoids.

**Majestic Radio & Television,
 Div. of Wilcox-Gay Corp.**

70 Washington St., Brooklyn 1, N. Y.

Phone: ULster 2-6000

President.....Leonard Ashbach
 V.P. & Gen. Mgr.....Louis Silver

Vice-President.....Maurice Raphael
 V.-P. & Comptroller.....Ben Ross
 Secretary.....Barnett S. Trott
 Advertising Mgr.....Joseph G. DeVico
 Export Manager.....Ernest Nigaglioni
 Chief Engineer.....Frank Dieli

PRODUCTS: TVreceivers; TV-radio receivers; TV-radio-phonograph combinations; radio-phonograph combinations.

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, modulation 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.

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. Kuhllick, Sc.D.
 Chief Eng.....I. W. Kuhllick
 Purchasing Agent.....J. V. Conniff
 Treasurer.....H. B. Kuhllick
 Advertising Mgr.....B. Burns
 Dr. of Pnb. Rel.....George Ruskin

PRODUCTS: Filmgraph sound-on-film recorders and reproducers, continuous recorders and reproducers, tape recorders and reproducers, automatic recorders and reproducers, permanent recorders and reproducers, reference recorders, conference recorders, telephone recorders, interview recorders, telemike, induction units for listening to or recording two-way telephone conversations, battery operated recorders, portfolio type recorders.

James Millen Mfg. Co., Inc.

150 Exchange St., Malden 48, Mass.

Phone: Malden 4-4108-9

President.....James Millen
 Sales Mgr.....E. E. Williams
 Credit Manager.....Frances Bearse
 Purchasing Agent.....George E. Pike
 Chief Engineer.....Wade Caywood

PRODUCTS: Receivers: Amateur, Aviation, Marine, Police, Emergency Services.

Transmitters: Relay, Fixed Station, Marine, Aviation, Police, Emergency Services. All types Receiver and Transmitter component parts—except Tubes; Crystals, Fixed Resistors and Capacitors.

Mirror Record Corp.

40-25 206 St., Bayside, L. I., N. Y.
Phone: BAyside 9-5656

Pres. & Treas.....P. K. Trautwein
Chief Engineer.....R. V. Hough
PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

Motorola, Inc.

4545 August Blvd., Chicago 51, Ill.
Phone: Spaulding 2-6500

President.....Paul V. Galvin
Exec. Vice-Pres.....Robert W. Galvin
Vice-Pres. Cons. Prod.
Div.....Elmer H. Wavering
Vice-Pres. Ch. Mchse.....Walter H. Stellner
Vice-Pres. in Charge of Communications & Electronics Division.....D. E. Noble
Sales Mgr. Cons. Goods Div.....Wm. H. Kelley
Prod. Mgr. Home & Auto Radio
Div.....Jack Davis
Prod. Mgr. TV & Handie Talkie
Units.....E. Passow
Dir. Aduty-Sales Prom.....Ellis L. Rodden
Sales Mgr. Comm. & Electronic
Div.....Eugene S. Goebel
V.P. Finance.....George R. MacDonald
Vice-Pres. in Charge of

Procurement.....Frank J. O'Brien
Credit Manager.....Henry Kleinhaus
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
Vice-Pres. & Credit Mgr.....A. A. Dailey
Purchasing Agent.....A. R. Campbell

PRODUCTS: Resistors, switches, ceramic capacitors, Spiralshields, coils, precision potentiometers, I.F. and R.F. transformers.

**National Carbon Div.,
Union Carbide & Carbon Corp.**

30 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-8000

President.....A. V. Wilker
Vice-Pres. & Gen. Mgr.....J. M. Spangler
Vice-President.....C. O. Kleinsmith
Gen. Sales Mgr. Cons. Prods.....A. C. Bryan
Mgr. Battery Eng. Dept.....W. H. Fritz
V.-P., Adv. Sales Mgr.....H. M. Waren

PRODUCTS: "Eveready" "Mini-Max" "B" batteries for portable and farm type receivers, "Eveready" dry cells, "Eveready" flashlight batteries for miniature receivers, "Eveready" "Ail Cell" batteries for 2-volt and 1.1 volt receivers.

National Union Radio Corp.

350 Scotland Rd., Orange, N. J.
Phone: ORange 2-6600

President.....K. C. Meinken
Sales Mgr.....V. K. Ulrich
Director Research.....A. M. Skellet
Treasurer.....W. H. Carey
Secretary.....J. V. Deevy
Credit Mgr.....H. A. Pope
Asst. Adv. Mgr.....E. V. Rast

PRODUCTS: Electron tubes, receiving, TV, transmitting, cathode ray, special purpose, tube research & development, panel lamps, radio dry batteries.

New York Transformer Co., Inc.

Third Ave., Alpha, N. J.
Phone: PHillipsburg 5-1188

President.....Joseph B. Schaefer
Sales Manager.....Thomas B. Armstrong
Chief Design Eng.....Ernest D. Belanger
Chief Engineer.....George Pappas
Purchasing Agent.....Carl Seefler
Plant Superintendent.....A. H. Coover
Controller.....Kenneth Llewelyn

PRODUCTS: Transformers and reactors for TV, radios, transmitters, and receivers; audio frequency coils, electronic control devices and Hornet miniaturized transformers.

Oxford Electric Corp.

3911 S. Michigan Ave., Chicago 15, Ill.
Phone: ATLantic 5-6161

President.....J. D. Ceader
V.P. & Mgr.....Hugo Sunberg
Secy. & Treas.....David E. Davis
General Sales Mgr.....John A. Proctor, Jr.
Asst. Sales & Serv. Mgr.....Wm. B. Barnes
Chief Engineer.....K. H. Wessel
Works Manager.....A. Sorice

PRODUCTS: Radio speakers, output and line transformers, cathode ray tubes.

Packard-Bell Company

3443 Wilshire Blvd., Los Angeles 16, Calif.
Phone: DUnkirk 2-2141

President.....Herbert A. Bell
Vice-President.....Robert S. Bell
Vice-President.....Joe M. Spain
Sec.-Treas.....Lowell R. Day
Ass't. Sec.-Treas.....John L. Speis
Chief Engineer.....Charles Nichols
Plant Manager.....Jean Gleis
General Sales Mgr.....Kenneth R. Johnson
Dir. of Adv. & Sales

Prom.....George W. Oliver
Service Manager.....Thomas L. Stevens
Personnel Dir.....Charles Askin

PRODUCTS: Radios, Radio-Phonograph-Recorder Combinations), Television. Radio-Phonograph Combinations, Television-Radio-Phonograph Combinations.

The Pentron Corp.

221 E. Cullerton, Chicago 10, Ill.
Phone: Victory 2-7234

PresidentIrving Rossman
TreasurerBernard Sahlens
SecretaryTheodore Rossman
Chief Engr.....Rudolph A. Bierwirth
Mech. Engr.....Walter Hall
Quality Control.....Thos. Olsen

PRODUCTS: Magnetic Recording Equipment, Amplifiers, Electronic Communications Equipment.

Philco Corp.

Tioga & C Sts., Philadelphia 34, Pa.
Phone: NEbraska 4-5100

Board Chairman.....James T. Buckley
PresidentWilliam Balderston
Exec. V.P.....James H. Carmine
Pres.-TV & Radio Div.....Larry F. Hardy
V.P.-Ind. Rel.....Harold W. Butler
V.P. & Dir. of

Purchases.....William H. Chaffee
V.P.-Oper.-TV & Radio

Division.....Joseph H. Gillies
V.P.....Russell L. Heberling
V.P.-Sales-TV & Radio

Div.Frederick D. Ogilby
V.P., Gen. Sales Mgr.....John M. Otter
V.P.-Finance.....Courtney Pitt
V.P.-Watson town

Cab. Div.....Fred D. Rombach
V.P.-Service & Quality.....Henry T. Paiste, Jr.
V.P.-Research.....David B. Smith
V.P.-Dir. of Res. & Eng.....Leslie J. Woods
V.P.-Adv.....John F. Gilligan
Pres.-Philco Intl. Corp.....Dempster McIntosh
Traffic Manager.....J. Swan

PRODUCTS: Receivers: Battery—Automobile, Table, Portable, Portable AC-DC; Radio—AM Midget, AM Table, AM Console, AM

Portable AC-DC, AM Portable Wet Cell, AM Table with Phonograph, AM Console with Phonograph, AM Console with Phonograph and Recorder, AM-FM Table, AM-FM Console, AM-FM Table with Phonograph, AM FM Console with Phonograph; Television—Table, Console, Console with Phonograph. AM-FM Console with Phonograph, Record Players, Communications Equipment: Marine, Railroad, Walkie-Talkie, Radar Systems. Transmitters: Micro Wave, Relay. Tubes: Receiving, Cathode Ray Receiving.

Philmore Manufacturing Co., Inc.

113 University Place, New York 3, N. Y.
Phone: ALgonquin 4-3363

PresidentPhilip Schwartz
V.P. & Sales Mgr.....M. L. Granat
Chief Engineer.....Reginald Burke
Credit Manager.....C. Mildred
Export Manager.....M. Greenker
Purchasing Agent.....Murray Granat

PRODUCTS: TV chassis, completely wired and aligned, TV kits with video and sound wired and fully aligned, with full instructions to complete the wiring, TV kits completely unassembled with full instructions for wiring. One, two and three tube kits, aerial kits, microphones (carbon type), crystal sets, crystal set kits, crystal detectors, coils.

Pilot Radio Corp.

37-06 36 St., Long Island City 1, N. Y.
Phone: STillwell 4-5455

PresidentIsador 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. Jahlow
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. Salija
Secretary.....Morris M. Gruber
TreasurerA. Benjamin
Comptroller.....Ruth B. Sholes
Sales Manager.....Thomas B. Aldrich

PRODUCTS: Disc recording and transcription equipment; tape recording and transcription equipment; recording amplifiers; limiter amplifiers; blank recording discs.

Equipment Manufacturers

Press Wireless Mfg. Co., Inc.

Cantiague Rd., Hicksville, L. I., N. Y.

Phone: Fieldstone 7-2330

President.....T. Mitchell Hastings, Jr.
V.P. & Mgr. of W. Newton

Plant.....Norman F. Hoard
Purchasing Agent.....Edward Calhoun
Chief Engineer.....Earl E. Eldridge
Sales Manager.....J. Harvey McCoy

PRODUCTS: Transmitters, 100 watts to 100 kilowatts for A-1, A-2, A-3, A-5, & F-1, high frequency broadcast & communications. Terminal equipment for radioteletype, radio-telephone, radiophoto & facsimile. Broadcast relay equipment including exalted carrier diversity systems, compression amplifiers, line amplifiers, page recorders (six minutes to 24 hours continuous voice recording). Communications equipment for telegraph includes ink-tape recorders, neutral & polar keyers, modulators and demodulators, channelizing terminals and complete receiving terminals.

Polarad Electronics Corp.

9 Ferry St., New York 7, N. Y.

Phone: Dighy 9-2080

President.....Dr. D. L. Jaffe
Chief Engineer.....P. H. Odlessey
Sales Engineer.....Leo Gross

PRODUCTS: TV studio & test equipment, synchronized generator, TV monoscope signal source, picture & wave form monitor, portable picture monitor dual, TV camera chain, distribution amplifier, camera channel amplifier, dual & single regulated power unit, radio cue system, wide band video amplifier, color TV studio & test equipment; color TV receivers & monitors.

Radio Condenser Co.

Davis & Copewood Sts., Camden 3, N. J.

Phone: EMerson 5-5500

President.....Stanley S. Cramer
Exec. Vice-Pres.....Russell E. Cramer
V.P., Charge of Sales.....Russell E. Cramer, Jr.
Treasurer.....William W. Paul
Chief Engineer.....J. S. Robb

PRODUCTS: TV Tuning Devices; Variable Air Condensers; Variable Air Capacitors for special radio apparatus of all description; Automotive Push-Button Permeability Tuning Units.

RCA Victor Division, Radio Corp. of America

Front & Cooper Sts., Camden, N. J.

Phone: WOODLAWN 3-8000

V.P. & Gen. Mgr.....W. A. Buck
Operating V.P.....C. M. Odorizzi

V.P. in Chge. of

Tech. Prod.....L. W. Teegarden
V.P. in Chge. of Cons. Prod.....J. B. Elliott
V.P. in Chge. of Dis.....R. A. Seidel
V.P. in Chge. of Materials, V. deP. Goubeau
V.P. in Chge. of Eng.....D. F. Schmit
V.P. in Chge. of Eng. Prod.....W. W. Watts
V.P. & Dir. Pers. Dept.....E. M. Tuft
V.P. & Gen. Mgr. of Home Inst.

Dept.....H. G. Baker
V.P. & Dir. Finance Dept.....J. S. Carter
V.P. & Western Mgr.....H. R. Maag
V.P. & Gen. Mgr. of Tube Dept.....R. T. Orth
V.P. & Gen. Mgr. of Record

Dept.....P. A. Barkmeier
Pres., RCA Service Co., Inc.....E. C. Cahill
Pres., RCA Victor Dist. Corp., W. M. Norton
V.P. & Dir. of Pub. Ref. Dept.....J. K. West
Dir. of Acctg.....D. L. Trouant
Dir. of Dist.....H. M. Winters
Dir. of Plant Eng.....Frank Sleeter
Gen. Attorney.....S. E. Ewing
Chief Eng. Home Instruments

Dept.....D. D. Cole
Chief Eng. Eng. Prod. Dept.....M. C. Bat-sel
Chief Eng. Tube Dept.....G. R. Shaw
Gen. Sales Mgr. Home

Instruments.....A. B. Mill-
Gen. Sales Mgr. Eng. Products.....T. A. Smith
Mgr. Comm. Sales, Records

Dept.....L. A. Kanaga
Gen. Sales Mgr. Tube Dept.....L. S. Thees

DIVISION PLANTS: Camden, N. J. (General offices); Bloomington, Ind.; Indianapolis, Ind.; Marion, Ind.; Monticello, Ind.; Pulaski, Va.; Lancaster, Pa.; Harrison, N. J.; Hollywood, Calif.; New York, N. Y.; Camonsburg, Pa.; Detroit, Mich.; and Cincinnati, O.

PRODUCTS: Antenna Systems, Application & Maintenance, Engineering Services, Aviation Radio Equipment, Battle Announce Systems; Brenkert Projection Equipment, Broadcast Station Equipment (AM and FM), Communications Equipment, Component Radio & Electronic Parts, Custom Disc Recordings, Direction Finders, Drive-In Theatre Equipment, Electronic Carillons & Chimes, Electronic Fire Control Equipment, Electronic Tube Parts & Machinery, Electron Microscopes, Facsimile Equipment, Faradon Condensers, Film Recording Equipment, Film Recording Service Studio (New York and Hollywood), High Frequency Heating Equipment, Industrial Electronic Products, Industrial Sound Equipment, Inter-Communication Equipment, Microphones, Music Library Service, Police Radio Equipment; Projection Booth Equipment, Public Address & Plant Broadcasting Equipment, Radar Equipment, Radio Parts, RCA Dry Batteries, RCA Victor Radios, RCA, Cunningham, and RCA Victor Electron Tubes, RCA Victor Records, Albums, Needles, Recording Equipment, Scientific Equipment, Screens,

Equipment Manufacturers

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.
V. P. & Mgr. of Sales...Frank A. Gunther
Secy. & Dir. of Purchases.....Joseph Behr
Chief Engineer.....Malbon H. Jennings
Director of Research.....James R. Day
Comptroller.....James A. Cronin

PRODUCTS: Broadcast transmitter, FM, 250 watts to 50 kw; Antennas-FM, speech input equipment, FM monitors, FM receivers, FM studio to transmitter link equipment, custom built high quality audio equipment. Quadrilene Amplifiers, Serrasoid modulators, Ten watt FM educational transmitters, Broadcast mobile transmitter link equipment, point-to-point multiplex communications equipment, FM radio relay links, special FM communications systems, FM store receivers, FM hns receivers and radio music receivers.

Rangertone, Inc.

73 Winthop 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

PRODUCTS: Magnetic Tape Recorders: for normal Broadcast; for TV Synchronized Sound to Motion Picture Film. Thyatron Inverters: for Controlled 60 cycle Power, and Magnetic Heads.

Raytheon Manufacturing Co.

138 River St., Waltham 54, Mass.

Phone: 5-5860

Branch Office:

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

Manager.....Henry J. Giest

Phone: MUrray Hill 7-1550

PRODUCTS: Tubes, TV microwave relay equipment, communications, microwave equipment.

Reeves Soundcraft Corp.

10 East 52nd St., New York 22, N. Y.

Phone: PLaza 9-2644

President.....Hazard E. Reeves
Exec. Vice-Pres.....Harry P. Weston
Vice-President-Sales.....Edward Schmidt
Vice-Pres.-Production.....Harry F. Scheirer
Sales Manager.....Donald E. Ward
Dir. of Magnetic Research

& Production.....E. W. Franck
Advertising Manager.....David O. S. Ruark
Mgr. of Gov. Oper.....Robert Killgore

PRODUCTS: Blank recording discs, magnetic recording tape, full width magnetic recording film, striped magnetic film, TV picture tubes, TV projection sets.

Rek-O-Kut Company

38-01 Queens Blvd., Long Island City 1, N. Y.

Phone: STillwell 4-7062-3/4

President, Sales Manager....George Silber
Plant Supt.....S. Simonson
Credit Manager.....F. Weim
Export Dept.....Morhan Exporting Corp.

PRODUCTS: Instantaneous Recording Equipment, Recording Turntables, Transcription Turntables, Cutters, Amplifiers, Meters.

Sentinel Radio Corp.

2100 Dempster St., Evanston, Ill.

Phone: UNiversity 4-2400

President.....E. Alschular
Vice-President.....L. Frankel
Vice-President.....M. D. Block
Production Manager.....I. J. Jacobsen
Chief Engineer.....W. J. Schnell
Purchasing Agent.....J. L. Jones
Credit Manager.....C. S. Willard
Sales Manager.....E. G. May
Export Manager.....H. A. Silcox

PRODUCTS: Sentinel radio receiving sets and table, console models, portable radios, radio-phonograph combinations, table and console models, FM-AM table console and radio phonograph combinations, television receivers of all types.

Sherron Electronics Co.

(Div. of Sherron Metallic Corp.)

1201 Flushing Ave., Brooklyn 6, N. Y.

Phone: HYacinth 7-2820

President.....P. H. Sherron
Vice-President.....J. W. Hunter
Senior Vice-President.....R. M. Stock
Dir. of Electronic Res....John Vergechik
Director of TV.....P. J. Golhofer
Dir. of Purchases.....M. C. Turner

PRODUCTS: Amplitude modulated transmitters, frequency modulated transmitters, TV transmitters, modulators at all power levels for above transmitters, control consoles for radio stations, pulse generators, oscilloscopes, regulated power supplies, custom

built equipment designed and manufactured to customers requirements. Experimentally licensed TV station KE2XIE manned by licensed personnel for TV investigations, communications equipment.

Standard Radio Transcription Services, Inc.

110 North LaBrea, Hollywood 36, Calif.
Phone: WEster 9181

President.....Gerald King
Vice-President.....Milton M. Blink
V.P. in Chg. of Sales—Eastern Office

Alex Sherwood
Sales Mgr.—Central States Office

Gus Hagenah
Business Mgr. & Counsel...Lewis TeeGarden
Production Manager.....Harry Bluestone
Chief Engineer.....Ernest Baumeister

PRODUCTS: Standard radio transcription library service, Standard super sound effects, Mood music library.

Stewart-Warner Electric Div. of Stewart-Warner Corp.

1826 W. Diversey Pkway, Chicago 11, Ill.
Phone: LAkeview 5-6000

President.....J. S. Knowlson
Sr. Vice-President.....E. A. Hiter
General Manager.....E. G. Fossum
Gen. Sales Mgr.....E. L. Taylor
Advertising Mgr.....J. B. Ottman
Service Mgr.....R. W. Felber
Chief Engineer.....S. C. Kolanowski
Credit Manager.....A. W. Grossklags
Publicity Mgr.....C. W. Grange
Export Mgr.....J. E. Burke
Purchasing Agent.....J. S. Burress
Industrial Relations Mgr.....W. W. Miller
Traffic Manager.....R. C. Stockton

PRODUCTS: RADIOS: AM, Short-Wave, AM-FM Console, Table, Console Combinations, Table Combinations, Portables; Civil and Military Electronic Devices; Miniaturized Electronic Equipment; Citizens Radio Transceivers, TV: Table, Console, Console Combinations, and Direct View.

Stromberg-Carlson Co.

100 Carlson Rd., Rochester 3, N. Y.
Phone: CUver 0260

President.....Robert C. Tait
Vice-President.....Lee McCamie
Vice-President.....Sidney R. Curtis
Sales Manager.....Clifford J. Hum
Credit Manager.....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.

1710 Broadway, New York 19, N. Y.
Phone: JUdson 6-2424

Chairman of Board.....Max F. Balcom
President.....D. G. Mitchell
Vice-President.....E. Finley Carter
Vice-President.....R. B. Bishop
Exec. Vice-President.....H. Ward Zimmer
General Sales Mgr., Radio Div.

G. R. Sommers
Dir. of Advertising.....T. P. Cunningham

PRODUCTS: Television Picture Tubes, Radio and Television Receiving Tubes, Germanium Diodes, Radio and Television Testing Equipment, Radio and Television Receivers, Tube Parts, Tungsten and Chemical Products.

Sylvania Electric Products, Inc. Radio & Television Division

251 Hano Street, Buffalo 7, New York
Phone: Victoria 2450

General Manager.....A. L. Chapman
Gen. Manufacturing Mgr.....H. S. Riordon
Gen. Sales Mgr.....J. K. McDonough
Adv. & Promotion Mgr.....B. O. Holsinger
Industrial Relations Mgr.....H. S. Hagen

PRODUCTS: Sylvania Radio Receivers (AM & FM) Sylvania "Movie-Clear" Television Receivers.

Television Associates, Inc.

E. Michigan St., Michigan City, Ind.
Phone: 3655

President.....W. C. Eddy
Chief Engineer.....A. H. Brolly
Plant Superintendent.....J. L. Labey
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. Schneider

PRODUCTS: TV cameras, studio equipment, transmitters, test equipment, oscilloscopes, telecoupler-TV master antenna systems, TV booster amplifiers.

Transmitter Equipment Mfg. Co., Inc.

345 Hudson St., New York 14, N. Y.
Phone: WAtkins 4-1550

President.....Morton B. Kahn
Treasurer.....Morton B. Kahn
Secretary.....E. J. Nagler

PRODUCTS: Broadcast Station Equipment, AM and FM, Studio Amplifying Consoles, Radio Communication Transmitters, both AM and FM, Air, Ground Communication Equipment, AM and FM, Electronic Computers, Radar Equipment, Guided Missile Controls, etc.

U. S. Recording Company

1121 Vermont Ave., N.W. Washington 5, D. C.
Phone: Sterling 3626

General Manager.....Joseph Tait
Plant Manager.....Robert L. Kaufman
Chief Engineer.....Henry P. Meisinger
Sales Manager.....Eugene Rosen

PLANT: 1347 South Capitol St.
Phone: Sterling 3626

PRODUCTS: Manufacturers and distributors of audio and sound equipment—Panacoustic, Presto, Magnecord, Stromberg-Carlson, Liberty Carrillon, and many others. Specializing in engineering manufacturing, assembling custom equipment for radio broadcast stations. Complete Studio and Technical Plant for Sound Recording—both disc and tape.

United States Television Mfg. Corp.

3 W. 61st St., New York 23, N. Y.
Phone: Circle 64255

President.....Hamilton Hoge
Vice-President.....Francis H. Hoge, Jr.
Purchasing Manager.....Jack Gordon
Chief Engineer.....N. Maradino
Chief Mechanical Engr.....Henry Strahlmau
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.

Westinghouse Electric Corp.

306 Fourth Ave., Pittsburgh 6, Pa.

President.....Gwilym A. Price
V.P. (Cons. Prods.).....J. M. McKibbin
Ass't to V. P. (Cons. Prods.).....Roger Bolin
Home Radio Division

Manager.....F. M. Sloan
Asst. Mgr.....A. G. Rogers
Asst. to Mgr.....L. J. Fitzpatrick
Chief Engineer.....G. C. Larson
Mgr. of Mfg.....F. H. Barnett
Purchasing Agent.....J. R. Todd
Sales Manager.....J. F. Walsh

Asst. Sales Mgr.....J. W. Hitchcock
Adv. & Sales Prom. Mgr.....Earl L. Hadley
Asst. to Adv. Mgr.....J. Reed
Sales Prom. Mgr.....F. S. McCarthy
Service Manager.....W. H. McKnew
Merchandise Mgr.....A. Earle Fisher

Weston Electrical Instrument Corp.

614 Frelinghuysen Avenue, Newark 5, N. J.
Phone: Bigelow 3-4700; WOrth 4-3510 in N.Y.
President.....Earl R. Mellen
Exec. V-P.....Ross Nichols
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. Dcaney
Gen. Sales Mgr.....Phil Barnes
Advertising Manager.....C. B. Denton
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

PRODUCTS: Consulting services and laboratory facilities for special problems in the field of radio and electronics.

Zenith Radio Corp.

6001 W. Dickens Ave., Chicago 39, Ill.
Phone: Berkshire 7-7500

Pres. and Gen. Mgr.....E. F. McDonald, Jr.
Exec. V-P and Treas.....Hugh Robertson
V-P and Dir. of Sales.....H. C. Bonfig
V-P in Chg. of Eng.....G. E. Gustafson
V-P in Chg. of Prod.....Donald MacGregor
V-P and Cont.....S. Kaplan
V-P in Chg. of Purchases.....J. E. Anderson
V-P in Chg. of Res.....Dr. Alexander Ellett
V-P in Chg. of Household Receiver

Sales.....Leonard C. Truesdell
V-P in Chg. of Speaker Prod.....W. Dumke
Secty. and Asst. V-P.....Karl E. Hassel
Asst. V-P.....J. E. Brown
Asst. Treas and Asst. Secty.....J. Kuhajek
Asst. Secty.....H. M. Chesser
Adv. Mgr.....D. H. Grigsby

PRODUCTS: Table model radios, table radio-phonographs, portable radios, console radios, console radio-phonographs, table television receivers, console television receivers, console television-radio-phonograph combinations.

Radio—Television Manufacturers Assn.

Officers and Executive Personnel—1950-1951

Headquarters: 1317 F. St., N.W., Washington 4, D. C.
Phone: National 4901

President and Chairman of the Board

Robert C. Sprague, Sprague Electric Company, North Adams, Massachusetts

Gen. Mgr. and Secretary

James D. Secret, 1317 F Street, N.W.,
Washington 4, D. C.

Treasurer

Leslie F. Muter, The Muter Company,
Chicago 5, Illinois.

General Counsel

John W. Van Allen, Liberty Bank Building,
Buffalo 2, New York.

Vice-Presidents

Glenn W. Thompson, Noblitt-Sparks Industries, Inc., Columbus, Indiana.

Max F. Balcolm, Sylvania Electric Products Inc., Emporium, Pennsylvania.

W. J. Barkley, Collins Radio Company, Cedar Rapids, Iowa.

Raymond G. Zender, Lenz Electric Manufacturing Co., Chicago 47, Illinois.

Arie Liberman, Talk-A-Phone Co., Chicago 23, Illinois.

John W. Craig, Crosley Division, Avco Mfg. Corp., Cincinnati 25, Ohio.

E. G. Fossum, Stewart-Warner Electric Division, Chicago 14, Ill.

W. R. G. Baker, *Director of Engineering*, General Electric Company, Syracuse 1, N. Y.

G. Richard Fryling, Erie Resistor Corporation, Erie, Pa.

J. J. Kahn, Standard Transformer Corporation, Chicago 18, Ill.

F. R. Lack, Western Electric Company, Inc., New York 5, N. Y.

W. A. MacDonald, Hazeltine Electronics Corporation, Little Neck, L. I., N. Y.

A. D. Plamondon, Jr., The Indiana Steel Products Company, Chicago 2, Ill.

Glenn W. Thompson, Arvin Industries, Inc., Columbus, Ind.

Leslie F. Muter, *Treasurer*, The Muter Company, Chicago 5, Ill.

RTMA Headquarters Staff

Information Director:

Staff Assistant, Parts Division

John K. Koepf.

Chief of Publications

Peter H. Cousins.

Staff Assistant, Transmitter Division

Ralph M. Haarlander.

Office Manager

Anna M. Chase.

RTMA BOARD OF DIRECTORS

Term Expiring 1951

Benjamin Abrams, Emerson Radio & Phonograph Corp., New York 11, N. Y.

Max F. Balcolm, Sylvania Electric Products Inc., Emporium, Pa.

W. J. Barkley, Collins Radio Company, New York 18, N. Y.

H. C. Bonfig, Zenith Radio Corporation, Chicago 39, Ill.

Herbert W. Clough, Belden Manufacturing Company, Chicago 44, Ill.

Term Expiring 1952

Lloyd H. Coffin, Hytron Radio & Electronics Corp., Salem, Mass.

Allen B. DuMont, Allen B. DuMont Laboratories, Inc., Clifton, N. J.

J. B. Elliott, RCA Victor Division of RCA, Camden, N. J.

Walter Evans, Westinghouse Electric Corporation, Baltimore 3, Md.

Paul V. Galvin, Motorola Inc., Chicago 51, Ill.

George R. Haase, Operadio Manufacturing Co., St. Charles, Ill.

W. J. Halligan, The Hallicrafters Co., Chicago 24, Ill.

Larry F. Hardy, Philco Corporation, Philadelphia 31, Pa.

R. E. Laux, General Instrument Corporation, Elizabeth 3, N. J.

Arie Liberman, Talk-A-Phone Company, Chicago 23, Ill.

E. A. Nicholas, Capehart-Farnsworth Corporation, Fort Wayne 1, Ind.

Richard A. O'Connor, The Magnavox Company, Fort Wayne, Ind.

J. Hall Stackpole, Stackpole Carbon Company, St. Mary's, Pa.

. . . **Radio-Television Manufacturers Assn.** . . .

R. L. Triplett, Triplett Electrical Instrument Co., Bluffton, Ohio.

Term Expiring 1953

E. Alschuler, Sentinel Radio Corporation, Evanston, Ill.

Robert S. Be.l, Packard-Bell Company, Los Angeles 64, Calif.

R. F. Carlson, Tung-Sol Lamp Works, Inc., Newark 4, N. J.

G. M. Gardner, Wells-Gardner & Co., Chicago 39, Ill.

H. J. Hoffman, Machlett Laboratories, Inc., Norwalk, Conn.

H. L. Hoffman, Hoffman Radio Corporation, Los Angeles 7, Calif.

H. C. Mattes, Belmont Radio Corporation, Chicago 39, Ill.

Raymond S. Perry, Federal Telephone and Radio Corp., Clifton, N. J.

Ray F. Sparrow, P. R. Mallory & Co., Inc., Indianapolis 6, Ind.

R. C. Sprague, Sprague Electric Company, North Adams, Mass.

Robert C. Tait, Stromberg-Carlson Company, Rochester 3, N. Y.

Raymond G. Zender, Lenz Electric Manufacturing Co., Chicago 47, Ill.

RTMA COMMITTEES & PERSONNEL

1950-1951

ADVERTISING COMMITTEE

(Set Division)

Chairman: L. E. Pettit, General Electric Company.

CATHODE RAY SAFETY COMMITTEE

Chairman: R. E. Carlson, Tung-Sol Lamp Works, Inc.

CREDIT COMMITTEE

Chairman: H. N. Henrye Saller, John E. Fast & Co.

EXCISE TAX COMMITTEE

Chairman: Allen B. DuMont, Allen B. DuMont Laboratories, Inc.

EXPORT COMMITTEE

Chairman: V. S. Mameyeff, Raytheon Manufacturing Company.

FINANCE COMMITTEE

Chairman: Leslie F. Muter, The Muter Company.

INDUSTRIAL RELATIONS COMMITTEE

Chairman: John W. Craig, Crosley Division, Avco Mfg. Co.

INDUSTRY STATISTICS COMMITTEE

Chairman: Frank W. Mansfield, Sylvania Electric Products Inc.

LEGISLATIVE COMMITTEE

Chairman: John W. Van Allen, RTMA General Counsel.

MARKET RESEARCH COMMITTEE

(Set Division)

Chairman: W. H. Rinkenbach, Capehart-Farnsworth Corporation.

MEMBERSHIP COMMITTEE

Chairman: J. J. Kahn, Standard Transformer Corporation.

REORGANIZATION COMMITTEE

Chairman: Max F. Balcolm, Sylvania Electric Products Inc.

SALES MANAGERS COMMITTEE

(Set Division)

Chairman: Clifford J. Hunt, Stromberg-Carlson Company.

SCHOOL EQUIPMENT COMMITTEE

Chairman: A. K. Ward, Radio Corporation of America.

SERVICE COMMITTEE

Chairman: Max F. Balcolm, Sylvania Electric Products, Inc.

TELEVISION COMMITTEE

Chairman: W. R. G. Baker, General Electric Company.

TOWN MEETINGS COMMITTEE

Chairman: Harry A. Ehle, Intl. Resistance Company.

TRAFFIC COMPANY

Chairman: Richard C. Colton, RCA Victor Division of RCA.

RTMA DIVISION ORGANIZATION

SET DIVISION

Glenn W. Thompson, Chairman.

TUBE DIVISION

Max F. Balcolm, Chairman.

TRANSMITTER DIVISION

H. J. Hoffman, Chairman.

Ralph M. Haarlander, Staff Assistant.

PARTS DIVISION

Raymond K. Zender, Chairman.

John K. Koepf, Staff Assistant.

AMPLIFIER & SOUND EQUIPMENT DIVISION

A. G. Schifino (Stromberg-Carlson Co.), Chairman.

Arie Lieberman (Talk-A-Phone Co.), Director.

RTMA ENGINEERING DEPARTMENT 1950-1951

Dr. W. R. G. Baker, Director, General

Electric Co., Syracuse, N. Y.
Virgil M. Graham, Associate Director,
Sylvania Electric Products Inc., 40-22
Lawrence St., Flushing, N. Y.
David B. Smith, Vice Director, Philco
Corp., Philadelphia, Pa.
Ralph R. Batcher, Chief Engineer,
RTMA Data Bureau, 489 5th Ave.,
New York 18, N. Y.

**JOINT ELECTRON TUBE
ENGINEERING COUNCIL**

of
**RTMA and NEMA
(JETEC)
Directors (JTCd)**

W. R. G. Baker, General Electric Com-
pany, Syracuse 1, N. Y.
Walter Evans, Westinghouse Electric
Corporation, Baltimore 3, Md.

Council (JTCs)

Virgil M. Graham, Chairman, Sylvania
Electric Products Inc., Flushing, N. Y.
F. D. Langstroth, Lansdale Tube Com-
pany, Lansdale, Pa.
D. D. Knowles, Westinghouse Electric
Corporation, Schenectady 5, N. Y. (To
be appointed).
G. R. Shaw, RCA Victor Division of RCA,
Harrison, N. J.
A. K. Wright, Tung-Sol Lamp Works,
Inc., Bloomfield, N. J. (To be ap-
pointed).

Staff (JTCs)

A. K. Wing, Jr., Chairman, (JTC1) Com-
mittee on High Vacuum Power Tubes,
Federal Telecommunication Labs. Inc.,
Nutley, N. J.
H. W. Parker, Chairman, (JTC3) Com-
mittee on Vacuum Sealed Devices, Syl-
vania Electric Products, Inc., Bayside,
L. I., N. Y.
Ralph Engstrom, Chairman, (JTC4)
Committee on Photosensitive Electron
Devices, RCA Victor Division of RCA,
Lancaster, Pa.
F. D. Langstroth, Chairman, (JTC5)
Committee on Receiving Tubes, Lan-
sdale Tube Company, Lansdale, Pa.
A. Y. Bentley, Chairman, (JTC6) Com-
mittee on Cathode Ray Tubes, Allen B.
DuMont Laboratories, Inc., Clifton,
N. J.
R. S. Burnap, Chairman, (JTC7) Com-
mittee on Type Designations, RCA Vic-
tor Division of RCA, Harrison, N. J.
V. L. Ronci, Chairman, (JTC8) Com-
mittee on Mechanical Standardization,
Bell Telephone Laboratories, Allen-
town, Pa.
D. W. Taggart, Chairman, (JTC10)

Committee on Packaging, Sylvania
Electric Products Inc., Emporium, Pa.
J. R. Steen, Chairman, (JTC11) Com-
mittee on Sampling Procedure, Syl-
vania Electric Products Inc., New York
19, N. Y.
D. E. Marshall, Chairman, (JTC12)
Committee on Gas and Pool Tubes,
Westinghouse Electric Corporation,
Bloomfield, N. J.
L. F. Moose, Chairman, (JTC13) Com-
mittee on Microwave Devices, Bell
Telephone Laboratories, Allentown, Pa.

**JOINT ELECTRONICS
INDUSTRY COMMITTEE
of
RTMA and NSIA
(JEIC)**

F. R. Lack, Chairman, Western Electric
Company, Inc., New York 5, N. Y.
Benjamin Abrams, Emerson Radio &
Phonograph Corp., New York 11, N. Y.
C. F. Adams, Jr., Raytheon Manufactur-
ing Company, Newton 58, Mass.
W. R. G. Baker, General Electric Com-
pany, Syracuse, N. Y.
Max F. Balcom, Sylvania Electric Pro-
ducts Inc., Emporium, Pa.
William Balderston, Philco Corporation,
Philadelphia 34, Pa.
W. J. Barkley, Collins Radio Company,
New York 18, N. Y.
Harold Buttner, Intern'l. Telephone &
Telegraph Co., New York 4, N. Y.
John W. Craig, Crosley Division, Aveo
Mfg. Corp., Cincinnati 25, Ohio.
Allen B. DuMont, Allen B. DuMont Labo-
ratories, Inc., Clifton, N. J.
Harry A. Ehle, International Resistance
Company, Philadelphia 8, Pa.
Walter Evans, Westinghouse Electric
Corporation, Baltimore 4, Md.
Malcolm P. Ferguson, Bendix Aviation
Corporation, Baltimore 4, Md.
Frank M. Folsom, Radio Corporation of
America, New York 20, N. Y.
Paul V. Galvin, Motorola Inc., Chicago
51, Ill.
R. E. Gilmour, The Sperry Corporation,
Great Neck, L. I., N. Y.
W. J. Halligan, The Hallicrafters Com-
pany, Chicago 24, Ill.
H. L. Hoffman, Hoffman Radio Corpora-
tion, Los Angeles 7, Calif.
J. J. Kahn, Standard Transformer Cor-
poration, Chicago 18, Ill.
Arie Liberman, Talk-A-Phone Company,
Chicago 23, Ill.
W. A. MacDonald, Hazeltine Electronics
Corporation, Little Neck, L. I., N. Y.
E. F. McDona'd, Jr., Zenith Radio Cor-
poration, Chicago 39, Ill.

Consulting Engineers

specializing in AM, FM & TV

GEORGE P. ADAIR

1833 M St., N.W., Washington 6, D. C.
Phone: Executive 1230, 5851
Associated Engineers: Robert E. Rich,
Raymond Waters.

BEN ADLER

Adler Engineering Co.
1 Lefevre Lane, New Rochelle, N. Y.
Phone: New Rochelle 6-1620

LLOYD R. AMOO

3709 Carpenter, Des Moines, Ia.
Phone: 7-9272

H. V. ANDERSON & ASSOCS.

134 Clarence St., Lake Charles, La.
Phone: 7-277

ANDREW CORP.

363 E. 75th St., Chicago 19, Ill.
Phone: Triangle 4-4400

L. W. ANDREWS, INC.

219 Whitaker Bldg., Davenport, Ia.
Phone: 2-7824, 7-5798, 3-8504

GEORGE B. BAIREY

1757 K St., N.W. Washington, D. C.
Phone: National 0196

LEE E. BAKER

Landers Bldg., Springfield 4, Mo.
Phone: 2-1951

WILLIAM E. BENNS, JR. & ASSOCS.

3738 Kanawha St., N.W., Washington, D. C.
Phone: ORdway 8071

BERNARD ASSOCIATES

5010 Sunset Blvd., Hollywood 27, Calif.
Phone: NOrmandy 2-6715
Field Office: 86 Webster Ave., Harrison, N. Y.

A. R. BITTER

1700 Wayne St., Toledo 9, Ohio
Phone: Walbridge 5668
President, A. R. Bitter

WILLIAM W. L. BURNETT RADIO LABORATORY

4814 Idaho St., San Diego 4, Calif.
Phone: Talbot 4943

CARNINE & BITTER ENGINEERS

2332 Ontario Rd., N.W., Washington 9, D. C.
Phone: Hudson 7513

MILLARD M. GARRISON

1519 Connecticut Ave., Washington 6, D. C.
Phone: Michigan 2261

COMMERCIAL RADIO EQUIPMENT CO.

Porter Bldg., Kansas City 2, Mo.
Phone: Logan 8821
EASTERN OFFICE

International Bldg., Washington 4, D. C.
Phone: District 1319
Everett L. Dillard, general manager

CRAVEN, LOHNES & CULVER

Munsey Building, Washington 4, D. C.
Phone: District 8215

JOHN CREUTZ

319 Bond Bldg., Washington 5, D. C.
Phone: Republic 2151

MURRAY G. CROSBY

126 Herricks Road, Mineola, N. Y.
Phone: Garden City 7-0284

A. EARL CULLUM, JR.

Highland Park Village, Dallas 5, Tex.
Phone: Justin 6108

• • • **Radio-TV Consulting Engineers** • • •

GEORGE C. DAVIS

Munsey Bldg., Washington 1, D. C.
Phone: Sterling 0111

DOOLITTLE RADIO, INC.

7421 S. Loomis Blvd., Chicago 36, Ill.
Phone: Radcliffe 3-4100

A. JAMES EBEL

212 S. Jefferson St., Peoria, Ill.
Phone: 6-0711

WILLIAM L. FOSS, INC.

927 15th St., N.W., Washington 5, D. C.
Phone: Republic 3883
President, William L. Foss; Vice-President,
John A. Moffet; Radio Engineers, Edmund
E. Pendleton, Edward W. Deeters, Gretchen
E. Huff.

GAUTNEY & RAY

Warner Bldg., Washington 1, D. C.
Phone: National 7757

GILLE BROS.

1108 Lillian Way, Hollywood 38, Calif.
Phone: Gladstone 6178

GLENN D. GILLETT & ASSOCIATES

National Press Bldg., Washington 1, D. C.
Phone: National 3373
Partners: Glenn D. Gillett, William E.
Plummer, E. M. Hinsdale, Jr., Paul Berg-
quist.

PAUL F. GODLEY

Paul Godley Co., P. O. Box "J",
Upper Montclair, N. J.
Laboratories: Great Notch, N. J.
Phone: Montclair 3-3000

DR. ALFRED N. GOLDSMITH

597 Fifth Ave., New York 17, N. Y.
Phone: Plaza 3-4150

J. B. HATFIELD

936 35th Ave., Seattle 22, Wash.
Phone: Prospect 7860

RICHARD R. HAYES

1608 Mardell Ave., San Antonio 1, Tex.
Phone: P 7287

JOHN B. HEFFELFINGER

815 E. 83rd St., Kansas City 5, Mo.
Phone: Hiland 7010

JOHN V. L. HOGAN

155 Perry St., New York 11, N. Y.
Phone: Chelsea 2-7855

W. J. HOLEY

1116 Briarcliff Pl., N.E., Atlanta, Ga.
Phone: Atwood 3328

FREDERICK S. HOWES

McGill Univ., Engineering Bldg.,
Montreal, Que., Canada

GUY C. HUTCHESON

1100 W. Abram St., Arlington, Texas
Phone: AR 1-8721

JANSKY & BAILEY

National Press Bldg., Washington 1, D. C.
Phone: Metropolitan 5411
Offices & Laboratories
1339 Wisconsin Ave., N.W., Wash. 7, D. C.
Phone: Adams 2414

WALTER F. KEAN

1 Riverside Road, Riverside, Ill.
Phone: Riverside 7-2153

KEAR & KENNEDY

1703 K St., N.W., Washington, D. C.
Phone: Sterling 7932

JOHN J. KEEL

Warner Bldg., 13th & E Sts., N.W.,
Washington 1, D. C.
Phone: National 6513

WORTHINGTON C. LENT

5209 Roosevelt St., Bethesda, Md.
Phone: OLiver 8300

**MASPETH TELEPHONE & RADIO
CORP.**

112 Ashland Pl., Brooklyn 1, N. Y.
Phone: MAin 4-2982

RUSSELL P. MAY

1122 F St., N.W., Washington 1, D. C.
Phone: Republic 3984

**WINFIELD SCOTT
McCACHREN & ASSOCIATES**

2104 Columbia Pike, Arlington, Va.
Phone: Glebe 9096

McINTOSH & INGLIS

710 14th St., N.W., Washington, D. C.
Phone: Metropolitan 4477
Lab.: 910 King St., Silver Spring, Md.
Phone: Juniper 7-9200

Radio-TV Consulting Engineers

DIXIE B. McKEY & ASSOC.

1820 Jefferson Pl., N.W., Washington 6, D. C.
Phone: Republic 7236,8296

McNARY & WRATHALL

National Press Bldg., Washington 4, D. C.
Phone: District 1205
Aptos, California
Phone: 5532

PHILIP MERRYMAN & ASSOCIATES

114 State St., Bridgeport, Conn.
Phone: 5-4144

**E. C. PAGE CONSULTING
RADIO ENGINEERS**

Bond Bldg., Washington 5, D. C.
Phone: Executive 5670

DALE POLLACK

Box 189, New London, Conn.
Phone: 2-0760

PREISMAN & BISER

3308 14th St., N.W., Washington 10, D. C.
Phone: Adams 7299

RADIO ENGINEERING CO.

1355 Market St., San Francisco 3, Calif.
Phone: Market 1-8171
Owner: Norwood J. Patterson

GARO W. RAY

Hilltop Dr., Stratford, Conn.
Phone: Bridgeport 7-2465

WILLIAM E. RICHARDSON

1935 S. W. Moss St., Portland 1, Ore.
Phone: Cherry 4070

A. D. RING & CO.

Munsey Bldg., Washington 4, D. C.
Phone: Republic 2347
6800 Fairfax Rd., Bethesda 14, Maryland
Phone: Wisconsin 3993

HAROLD B. ROTHROCK

Citizens National Bank Bldg., Bedford, Ind.
Phone: 4270

MERL SAXON

P. O. Box 32, San Marcos, Tex.
Phone: 888

SILLIMAN & BARCLAY

1011 New Hampshire Ave., Washington, D. C.
Phone: Republic 6646

HAROLD C. SINGLETON

73 S.W. Park Ave. #127, Portland 1, Ore.
Phone: Beacon 6364, Beacon 1201

LYNNE C. SMEBY

820 13th St., N.W., Washington 5, D. C.
Phone: Executive 8073

**T & T RADIO
MEASUREMENTS CO.**

2559 Atlantic Ave., Long Beach, Cal.
Phone: Long Beach 4-2015

ARCHER S. TAYLOR

P. O. Box 1479 Missoula, Mont.
Phone: 8562

ERNEST J. VOGT

2200 N. Tejon St., Colorado Springs, Colo.
Phone: Main 184, Ext. 50

WELDON & CARR

1605 Connecticut Ave., N.W.,
Washington, D. C.
Phone: Michigan 4151

BRANCHES

1728 Wood St., Dallas 1, Tex.
Phone: Riverside 3611
4742 W. Rufner St., Seattle, Wash.
Phone: Garfield 7502

MARTIN R. WILLIAMS

7401 East 14th St., Indianapolis 19, Ind.
Phone: Blackstone 0388

NATHAN WILLIAMS

20 Algoma Blvd., Oshkosh, Wis.
Phone: Blackhawk 22
Asst. Engrs., Robert J. Ziehlke; Secretaries,
Leova Rief, Ursula Cragg.

RAYMOND M. WILMOTTE

1469 Church St., N.W., Washington 5, D. C.
Phone: Decatur 1232

HERBERT L. WILSON

1025 Connecticut Ave., N. W., Wash. 6, D. C.
Phone: National 7161

W. M. WITTY

6923 Snider Plaza, Dallas 5, Tex.
Phone: Lakeside 7118

Chief Engineers

Of Radio-Television Stations in the United States
As of January 1, 1951

Alabama

Anderson, Gaston WGVI, Gadsden
Atkins, Thomas B. WSPC, Anniston
Baehmann, Art WKUL, Cullman
Bates, Bill WCTA, Andalusia
Beaver, Winton WGVV, Greenville
Bellon, Ted WAFD, Auburn
Breeman, Bill WVOK, Birmingham
Campbell, Sam WOOE, Dothan
Carter, Lesbe WKLF, Clanton
Chastain, Hugh G. WFLA, Eufaula
Christensen, Chris WJBB, Haleyville
Cubbie, J. G. WJRB, Tuscaloosa
Cole, Richard M. AKRG, Mobile
Craig, R. D. WEBB, Brewton
Cryer, Melvin WHOS, Decatur
Evans, James L. WAEM-TV, Birmingham
Evans, James J. WAPI, Birmingham
Fisher, John Lester WHTB, Talladega
Fitts, James A. WMLS, Salacunga
Garrison, John WFEN, Huntsville
Hamm, G. P. WBRC-TV, Birmingham
Harris, W. G. WBHP, Huntsville
Hawkins, Stanley WKAX, Birmingham
Herman, Orval WWWW, Fayette
Hubbard, John T. WAGE, Dothan
Hudson, James WHMA, Anniston
Hurley, N. S. WAEM-TV, Birmingham
Hurley, R. B. WALA, Mobile
Kohy, T. P. Jr. WIIB, Selma
Lambert, John D. WMGY, Montgomery
Lawshe, Chuck WDIG, Dothan
Leair, Owen WAPX, Montgomery
Lowery, Ray WFNB, Birmingham
McKinney, Maurice WJLD, Bessemer
McLellan, Charles G. WWWW, Russellville
McMoran, Lynn V. WLEY, Muscle Shoals
Miller, Eugene WKAB, Mobile
Mitchell, William G. WJMW, Athens
Morrison, William H. WABE, Mobile
Nichols, Glen WJBY, Gadsden
Roser, J. V. WMSL, Decatur
Sanderson, J. V. WHBS, Huntsville
Sanderson, J. V. E-SGN, Birmingham
Scott, Leonard WJEB, Salacunga
Shannon, Paul WJOL, Florence
Todd, T. H. WTFC, Tuscaloosa
Townsend, John F. WGWG, Selma
Vessels, Colonel J. C. WELR, Romeok
Weatherly, W. D. WCOV, Montgomery
Whitley, James W. WRFS, Alexander City
Williams, Halley D. WGVG, Gadsden

Arizona

Anderson, A. C. KTAZ, Phoenix
Cunningham, Vernard KOPJ, Tucson
Edgerton, Thomas W. KCNA, Tucson
Ferguson, Kenneth KFKT, Tucson
Gann, John KSTN, Bisbee
Grell, James E. KRIZ, Phoenix
Hines, Herb KWB, Globe
Hendricks, Rock KAWT, Douglas
Hickman, Earl KRY, Coolidge
Holsclaw, Ray H. KVOA, Tucson
McLanathan, George L. KPHO-TV, Phoenix
Miller, Clifford R. KOY, Phoenix
Schurtach, William E. KGLI, Safford
Wheeler, Leavenworth KYM, Yuma

Arkansas

Butler, Earl KXLR, Little Rock
Dotson, George KGRH, Fayetteville
Hunter, Boris C. KAMD, Camden

Jones, Harold M. ROSE, Osceola
Lawson, Walt KISS, Paragould
Long, John KELD, El Dorado
McKenney, William C. KXRI, Russellville
Newberg, Frank KWAK, Stuttgart
Parrish, B. J. KOTN, Pine Bluff
Platt, Robert KRBS, Springdale
Platt, Robert W. KPFA, Ft. Smith
Sabo, L. A. KPFA, Helena
Skinner, Marion KLCN, Blytheville
Smith, Cecil E. KLOA, Sileam Springs
Smith, Cecil E. KTHS, Hot Springs
Summers, Edward Hall KVRG, Arkadelphia
Tate, Frank KWHN, Ft. Smith
Tracy, Kermit E. KLR, Little Rock
Van Dusen, Wilbur KGH, Little Rock
Wilson, Tom M. KWPC, Hot Springs
Winn, Dan L. KARK, Little Rock

California

Arken, Kenneth KTRR, Tall
Bates, William H. Jr. KTRB, Modesto
Barricelli, John KTEM, Eureka
Beck, Paul KYA, San Francisco
Berger, Edward W. KNXA, Sacramento
Berger, W. KNOC, Chico
Berthold, Wayne KJBS, San Francisco
Bowman, Les KXK, Los Angeles
Brock, George W. KRNO, San Bernardino
Burr, Irene WLIP, Kenosha, Wis.
Caddwell, Philip G. KECA, KECA-TV, Hollywood
Carruthers, Walter KHL, Los Angeles
Chamberlain, Mary Ann WJPG, Green Bay, Wis.
Chew, Thornton KPMB-TV, San Diego
Choate, Forrest T. KDB, Santa Barbara
Clark, Robert W. KNBH-TV, Hollywood
Cobb, Robert K. KSBW, Salinas
Collins, William G. KGB, San Diego
Conn, Joseph KTTY, Los Angeles
Conner, Robert W. KLAG-TV, Hollywood
Cornmark, Alan KCBS, San Francisco
Crumbaugh, Luther KGER, Long Beach
Cunningham, Billy KLOK, San Jose
Dean, Elbert H. KARM, Fresno
Duden, Ed KSPA, Santa Paula
Durr, John KYOR, Blythe
Elliott, Dean KRUM, Eureka
Evans, A. E. RGO, KGO-TV, San Francisco
Fang, George W. KFXM, San Bernardino
Ferguson, Don KCOK, Tulare
Forssett, Gene KIST, Santa Barbara
Froend, Russ KRDI, Dunbar
Frosting, Willis O. KRKD, Los Angeles
Fritch, Harvey E. KAL, Pasadena
Fullwood, Fred KWTG, Bakersfield
Gerbill, Milton KGSF, Fresno
Ginn, Charles KXO, El Centro
Guenther, Stanley G. KVOE, Santa Ana
Hang, Martin W. KFCU, Pittsburg
Ball, Fred KVEN, Ventura
Harrison, William KPTV, Mesa
Hartman, W. Herbert KORA, Sacramento
Hassett, Vern KRSO, Santa Rosa
Herman, John M. KTOP, Porterville
Holtzman, Harold KST-E, Susanville
Isberg, R. A. KRON-TV, San Francisco
Jarvis, A. P. KPBC, Bakersfield
Johnston, J. Lee KEEN, San Jose
Jury, Harold KTSI, Hollywood
Karpusek, William KROY, Sacramento
Kerr, Don KBBG, Corona
Keys, Donald F. KWSB, Mt. Shasta
Kiner, Dean KDAC, Ft. Bragg
Klutzing, Richard KITO, San Bernardino
Kohlenberger, William KMNS, San Luis Obispo

Chief Engineers

Larson, Barbara.....WBIZ, Eau Claire, Wis.
Leake, Paul.....KROW, Oakland
Logan, Mary.....WBAY, Green Bay, Wis.
Loug, Henry M.....KPHC, Walsenburg
Maginnis, William.....KSYC, Yreka
Mandelert, Alicia.....WEAU, Eau Claire, Wis.
Mason, Curtis.....KFI, Los Angeles
McBain, Donald C.....KCMJ, Palm Springs
McDowell, Lawrence W.....KFOK, Long Beach
McGee, Carl.....KSTN, Stockton
McQueary, Lloyd.....KMYC, Marysville
Mealey, Keith L.....KFRE, Fresno
Milton, Vern.....KSDO, San Diego
Mobley, Mal, Jr.....KMPC, Los Angeles
Moore, Raymond M.....KTLA, Los Angeles
Morecroft, John.....KOWL, Santa Monica
Nesmith, Frank.....KWG, Stockton
Nicolay, Albert.....KTMS, Santa Barbara
Oakley, Ron.....KFAC, Los Angeles
Obuchon, Homer.....KGFJ, Los Angeles
Partridge, Ray L.....KDN, Oroville
Patterson, Norwood.....KSN, San Francisco
Pock, Curtis.....KNBC, San Francisco
Planting, Merwyn F.....KVM, San Mateo
Pope, Russ.....KVCV, Redding
Reader, Jack.....KXLA, Pasadena
Reeves, Don C.....KNGS, Hanford
Reeves, Leonard.....KFVD, Los Angeles
Rice, Jay.....KGIL, San Fernando
Sayre, Maxon.....KTUR, Turlock
Schwartz, Dale.....KPRL, Paso Robles
KVEC, San Luis Obispo

Scott, Walter H.....KSJO, San Jose
Shatto, Luverne.....KERN, Bakersfield
Sherburne, Charles J.....KCBQ, San Diego
Smith, Roswell S.....KXL, Oakland
Spargo, Paul W.....KWKW, Pasadena
Sronce, Stam.....KFEB, Sacramento
Swanson, Roy D.....KUBA, Yuba City
Thomsen, Christie.....WBEL, Beloit, Wis.
Towne, A. E.....KPIX, KSFO, San Francisco
Tracewell, James.....KREO, Indio
Trecaster, Lyman.....KKIN, Visalia
Underwood, E. G.....KFRC, San Francisco
Vanderboeck, Herbert.....KVON, Napa
Walker, Drew.....KR0P, Brawley
Wallace, Bill.....KMJ, Fresno
Williamson, Bert.....KYND, Fresno
Williamson, Warren.....KSON, San Diego
Wright, Omer.....KDON, Santa Cruz

Colorado

Austin, Harold.....KCOL, Ft. Collins
Birdsong, O. J.....KRLN, Canon City
Blanchard, Robert E.....KLMO, Longmont
Brewer, Harry.....KFKA, Greeley
Brokaw, Bill.....KGIW, Alamosa
Dobbins, Blair.....KBOL, Boulder
Ekren, T. C.....KVOD, Denver
Emrich, Paul F.....KYOU, Greeley
Fitzmorris, Robert.....KRDO, Colorado Springs
Hall, Bill.....KFTM, Ft. Morgan
Hay, Charles.....KFJ, Grand Junction
James, Glen.....KMYR, Denver
James, Vir N.....KVRH, Salida
Kelley, O. E.....KTLN, Denver
Kounter, Gerald.....KCSJ, Pueblo
Metcalf, Bill.....KEXO, Grand Junction
Morrisey, T. G.....KFEL, Denver
Owen, Robert H.....KOA, Denver
Pyle, W. D.....KVOD, Denver
Shanks, Willis C.....KGHF, Pueblo
Sickella, Walter.....KOKO, La Junta
Sidwell, Bob.....KUBC, Montrose
Strang, H. C.....KVOR, Colorado Springs
Vanderlinden, Lew.....KIUP, Durango
Wehrman, Harvey.....KLZ, Denver
Wood, Edwin.....KLMR, Lamar

Connecticut

Bainis, Sam.....WKNE, New Britain
Crawford, Winthrop.....WICC, Bridgeport
DeLaurentis, Vincent.....WNHC & WNCH-TV,
New Haven
Dubenetsky, Alexander.....WICH, Norwich

Faubel, Edward A.....WSTC, Stamford
Fleisher, Gene.....WVCO, Waterbury
Gellman, Ernest S.....WAVZ, New Haven
Hales, Frank B.....WBRY, Waterbury
Herman D. Taylor.....WTIC, Hartford
Holt, Hillys.....WHAY, New Britain
Holt, Rogers.....WONS, Hartford
Jensen, Russ.....WTOR, Torrington
Jensen, Russell.....WATR, Waterbury
King, Fred.....WELI, New Haven
Langfelder, Gabriel.....WMMW, Meriden
Martino, Italo A.....WDRG, Hartford
Masini, Charles.....WTHT, Hartford
Morey, Gerald J.....WNLC, New London
Pallokat, Alfred.....WLGR, Torrington
Ricci, Richard A.....WBIS, Bristol
Thomas, Harold.....WNAB, Bridgeport

Delaware

Eckstein, Herbert H.....WAMS, Wilmington
Galow, Ralph.....WDOV, Dover
Kennedy, H. Edwin.....WILM, Wilmington
Mathiot, J. E.....WDEL & WDEL-TV, Wilmington
Neubaus, Wayne C.....WTUX, Wilmington

District of Columbia

Beville, Ross H.....WWDC, Washington
Burleson, M. M.....WTTG & WTTG-TV, Washington
Cannon, Ralph E. Jr.....WINX, Washington
Cooper, Donald.....WRC, Washington
Harvey, Frank.....WMAL, WMAL-TV, Washington
Hunt, Clyde.....WTOP, Washington

Florida

Askew, W. F.....WOBS, Jacksonville
Bennett, Russell.....WMIE, Miami
Browne, Emerson.....WTRR, Sanford
Callan, John D.....WTAN, Clearwater
Castle, Charles.....WDHL, Bradenton
Clifton, Charles.....WTNT, Tallahassee
Craig, L. Orden.....WSTR, Winter Haven
Cruikshank, Jim.....WPLA, Plant City
Daniel, W. Dodd.....WLOF, Orlando
Dashiell, Gene.....WHOO, Orlando
Donovan, James R.....WPDQ, Jacksonville
Ellenwood, W. K.....WMFJ, Daytona Beach
Fernandez, A. G.....WKXY, Sarasota
Gano, Ovid.....WRUF, Gainesville
Grant, James E., Jr.....WSPB, Sarasota
Hance, Leon.....WPCP, Panama City
Hartwick, Charles A., Jr.....WMBM, Miami Beach
Hayford, Beecher.....WJHP, Jacksonville
Hayford, Beecher.....WTMC, Ocala
Heath, Harold.....WCOA, Pensacola
Heitzman, William P.....WIRK, West Palm Beach
Hill, Edwin W.....WHBO, Tampa
Hopkins, John T., III.....WJAX, Jacksonville
Keicher, Andrew.....WEAT, Lake Worth
Kindell, Tom.....WJVB, Jacksonville Beach
Kinney, Walter.....WTTT, Coral Gables
Lee, William P.....WLAH, Lakeland
Lewis, Earl W.....WTVJ, Miami
Link, Louis J.....WSUN, St. Petersburg
Lowe, Charles.....WKWF, Key West
Mangold, William D.....WTSP, St. Petersburg
McCall, L. C.....WWFP, Palatka
Mennitt, Lawrence C.....WVCG, Coral Gables
Mickle, Laureu.....WJBS, Deland
Millard, James H.....WNNB, Daytona Beach
Miniard, Tom.....WCNU, Crestview
Mitchell, Joseph.....WFLA, Tampa
Moore, William Pharr.....WDAE, Tampa
Parker, Clarence S.....WNER, Live Oak
Raistrick, Ernest.....WFOY, St. Aug.
Reeder, William.....WFEC, Miami
Reynolds, John.....WINZ, Hollywood
Rider, Gene.....WQAM, Miami
St. Jean, Manley.....WPIN, Clearwater
Sanford, Merle.....WFTL, Ft. Lauderdale
Scott, Milton C.....WIOD, Miami
Shropshire, A. W.....WGBS, Miami
Singleton, Bruce E.....WDBS, Lake City
Smith, Arthur.....WKAT, Miami Beach
Snowden, William A., Jr.....WTAL, Tallahassee

Chief Engineers

Sowinski, James WIRA, Ft. Pierce
 Stephens, James WVIV, Jacksonville
 Stornisch, Harold WOKZ, Orlando
 Tison, J. B. WALT, Tampa
 Vondrak, Ernest WMBR-AM-TV, Jacksonville
 Waltz, Kenneth R. WMLB, Melbourne
 Yarbrough, James E. WDBO, Orlando

Georgia

Akerman, Ben WGST, Atlanta
 Atkinson, William R. WGBA, Columbus
 Audis, John S. WBLJ, Dalton
 Bealy, Lamar WJGA, Monticello
 Bobo, Rubin F. WRDW, Augusta
 Brooks, LeRoy P. WDCN, Gainesville
 Brown, F. Keith WJGA, Gainesville
 Brown, Hude WDAK, Columbus
 Carlton, Redus A. WGPC, Albany
 Cole, Edward WLAQ, Rome
 Conant, Paul B. WAGA-TV, Atlanta
 Daugherty, C. F. WSB, Atlanta
 Dennis, Ralph M. WGOV, Valdosta
 Dillard, Sam WGIS, Decatur
 Drewry, L. D. WRFC, Athens
 Duke, Thomas WALB, Albany
 Evans, Bill WGAC, Athens
 Gamble, Joe A. WRBL, Columbus
 Goodrich, H. S. WBML, Macon
 Hartaway, Robbie G. WMYG, Milledgeville
 Hill, William J., III WTCB, East Point
 Holt, David J. WJBG, Atlanta
 Hooper, Chessley F. WLBK, Carrollton
 Hunt, Gary C. WGA, Cedartown
 Hunt, Gary WROM, Rome
 Jewett, Howard C., Jr. WDBR, Savannah
 Jopling, John WGAC, Augusta
 Kennedy, William F. WERD, Atlanta
 Legare, John E. WAXV, Waycross
 Livingston, G. C., Jr. WATL, Atlanta
 Lopresti, Jack WWSN, Statesboro
 Maehr, Robert WRLD, West Point
 Mallory, Kenneth T. WKRT, Thomasville
 McKay, J. M. WLAG, Lagrange
 Mc Lane, Broadus WRLY, Hartwell
 Meeks, J. Carl WLET, Toccoa
 Monts, William WCCP, Savannah
 Nichols, Dobrus A. WBGK, Jesup
 Norton, J. T. WBHF, Cartersville
 Nunez, Alfredo WDMG, Douglas
 Owen, Royce WTOG, Savannah
 Poodle, J. W. WPAX, Thomasville
 Price, Harold G. WQXI, Atlanta
 Rankin, George P. WMAZ, Macon
 Rivard, John WDFC, Americus
 Roberts, Wendell C. WGGG, Tifton
 Starr, R. A., Sr. WRGA, Rome
 Stephens, Joe WBWD, Dawson
 Strauss, Chuck WFOM, Marietta
 Swint, Ernst WJBF, Augusta
 Tardley, Marvin W. WBHQ, Augusta
 Thompson, M. E. WSAV, Savannah
 Weir, James B. WVOP, Vidalia
 Whitley, G. H., Jr. WKEL, Griffin
 Wilford, James M. WFRP, Savannah
 Williams, Edward W., Jr. WTPA, Thomson

Idaho

Burges, T. G. KCID, Caldwell
 Call, Ellis W. KSEI, Pocatello
 Eagleston, Richard KREM, Boise
 Evans, C. W. KXNI, Coeur d'Alene
 Hartley, Marvin KPFL, Twin Falls
 James, Lloyd KLIJ, Twin Falls
 Johnitz, James KDSE, Boise
 Jones, Don KWEL, Weiser
 Lockwood, Donald R. KBIO, Burley
 Madsen, Arch L. KVMV, Twin Falls
 Musulin, Donal KEEO, Pocatello
 Nelson, Blaine KIFI, Idaho Falls
 Rose, Gilbert M. KFXD, Nampa
 Toedtenner, Harold KIDO, Boise
 Wilson, Gene KRRL, Lewiston
 Young, H. D. KRPL, Moscow

Illinois

Ashenfelter, Richard L. WCVS, Springfield
 Bailey, Fred WIBC, Bloomington
 Barker, Vincent S. WPRB, Freeport
 Cassins, G. J. WLDS, Jacksonville
 DeCosta, Les WJOL, Joliet
 DeBake, Edmund WGMN, Quincy
 Ebel, A. James WDRD, Peoria
 Ebel, W.D., Decatur
 Eckels, Richard WKAN, Kankakee
 Fisher, Ed WSDR, Sterling-Dixon
 Garcia, William WOKZ, Alton
 Gleason, Elmer WERQ, Harrisburg
 Hayes, Elmer P. WHFC, Cairo
 Hirsch, Oscar C. WKRO, Cairo
 Horne, Carl WXXL, Peoria
 Horner, Douglas H. WGH, Galesburg
 Horstman, Edward C. WENR-TV, Chicago
 Jaeger, Edward W. WAUT, Chicago
 Knochel, Ray P. WPRC, Lincoln
 Korn, Thomas F. WEDC, Chicago
 Kusack, William WKBK, Chicago
 Lovely, Wayne WEEK, Peoria
 Loper, R. O. WHOW, Clinton
 Lutgens, Howard WNNB, Chicago
 Luskanc, Rudolph WIRL, Peoria
 Lynch, Larry WQUA, Moline
 Magin, T. G. WDNB, Danville
 McCann, Lawrence WLPO, La Salle
 Meyer, John WKAI, Macomb
 Meyers, Carl J. WGN, WGN-TV, Chicago
 Miller, Adron WVLN, Olney
 North, Dwight WGN, Carthage
 Pilcher, Louis P. KVOL, Lafayette
 Plotts, Elery WGES, Chicago
 Prandini, Emil L. WSV, Pekin
 Raiston, George A. WRMN, Elgin
 Ribas, Gene WRYS, Canton
 Rowe, Thomas WLS, Chicago
 Schenck, Robert WDVS, Champaign
 Schmidt, L. J. WNMP, Evanston
 Sherman, George WBBM, Chicago
 Shirk, Kenneth C. WIND, Chicago
 Smith, Robert J. WBBF-WBB-TV, Rock Island
 Smith, Wilfred A. WROK, Rockford
 Stuckwisch, Milburn D. WSOY, Decatur
 Swearingen, F. C. WPAK, Springfield
 Swingle, Joseph WKFD, Urbana
 Tolmie, Richard H. WCRN, Ethushan
 Ulrich, Carl W. WAAE, Chicago
 Vandam, Harold WROY, Carmi
 Westerdale, Neil R. WMTX, Mt. Vernon
 Whitman, Irlin WPAF, Quincy
 Willett, Charles E. WCFE, Chicago
 Yandell, Rayburn WJPF, Herrin

Indiana

Aderhold, Harvey WIBC, Indianapolis
 Alden, Eugene E. WIRE, Indianapolis
 Baldwin, Ralph WAOV, Vincennes
 Beck, Francis WJVA, South Bend
 Chase, Eugene A. WKJG, Ft. Wayne
 Cole, Herbert WSBT, South Bend
 Crain, Maury WIBC, Muncie
 Dunning, Louis WKRW, Richmond
 Fells, Ray WTHB, Terre Haute
 Fugger, Carl J. WBBW, Bedford
 Fischer, Eugene A. WLRP, New Albany
 Gaba, Harry WASK, Lafayette
 Gresham, Stokes WISL, Indianapolis
 Hain, Arnold WJCD, Seymour
 Hoffman, Gilbert WJPS, Evansville
 Holland, Harold WFRM, WFRM-TV, Indianapolis
 Holzapfel, Don WGL, Ft. Wayne
 Keagy, Ira D. WHOF, South Bend
 Lockwood, Edward WXLW, Indianapolis
 Nelson, Earl WSAL, Logansport
 Nylander, Keith WTOM, Bloomington
 Ratts, Bruce H. WWOV, Ft. Wayne
 Reeter, Chester WIOU, Kokomo
 Routh, Remoth WVCB, Anderson
 Ruyke, Donald WITZ, Jasper/Huntingburg
 Schilling, R. J. WIMS, Michigan City
 Schoeney, Erwin WGBF, Evansville
 Schultz, William WEOA, Evansville
 Shroyer, L. M. WHRU, Anderson

Chief Engineers

Stewart, Howard.....WBOW, Terre Haute
 Stinson, Charles F.....WKAM, Warsaw
 Stoltz, George F.....WKY, Evansville
 Voss, Victor.....WWCA, Gary
 Warren, William Wallace.....WANE, Ft. Wayne
 Weigel, Merton.....WTTV, WTTTS, Bloomington
 Westfall, Charles.....WBAT, Marion
 Wulliman, James C.....WCNB, Connersville
 Zellmer, Lester.....WTRC, Elkhart

Iowa

Amoo, Lloyd R.....KIOA, Des Moines
 Arvidson, Paul.....WOC, WOC-TV, Davenport
 Barker-Heim.....WKBB, Dubuque
 Bartlett, F. E.....KSO, Des Moines
 Burgess, Howard F.....KWWL, Waterloo
 Caldwell, Ken M.....KCRG, Cedar Rapids
 Carlson, Howard.....KAYL, Storm Lake
 Dickens, James.....KWCR, Cedar Rapids
 Dier, S. C.....KJSCJ, Sioux City
 Duncan, Jack H.....KSMN, Mason City
 Easterly, Willard.....KTRI, Sioux City
 Edenson, Ed.....KWPC, Muscatine
 Full, Elliot.....KKIC, Iowa City
 Hall, Robert W.....KSWI, Council Bluffs
 Hancock, Robert.....KDTH, Dubuque
 Hatchett, Wayne J.....KJFJ, Webster City
 Hixenbaugh, George.....WMT, Cedar Rapids
 Kanago, Elson.....KICD, Spencer
 Kelso, Doyle.....KASI, Ames
 Marshall, Hubert J.....KXGI, Ft. Madison
 Mott, James L.....KOKX, Keokuk
 Parker, Gerald.....KROS, Clinton
 Poole, Jean A.....KISB, Creston
 Quentin, Charles.....KRNT, Des Moines
 Reinners, Robert K.....KCOG, Centerville
 Sawyer, Roger.....KGLO, Mason City
 Smith, Alvin.....KCOM, Sioux City
 Schroeder, R. J.....KMA, Shenandoah
 Sinclair, David.....KVFD, Ft. Dodge
 Snyder, Reed E.....WHO, Des Moines
 Zaruba, Arnold.....KDEC, Decorah

Kansas

Allen, Dale.....KTSW, Emporia
 Barnett, Glen.....KAYS, Hays
 Bliesner, Carl B.....WREN, Topeka
 Brosseau, W. D.....KSEK, Pittsburg
 Casey, E. D.....KGAR, Garden City
 Clary, M. H.....KWHK, Hutchinson
 Coltrane, Daniel W.....KOFO, Ottawa
 Dickensheets, Lewis.....WBWB, Topeka
 Heithecker, Ted.....KANS, Wichita
 Hoisington, Duane.....KGNO, Dodge City
 Howe, Edward H.....KSOK, Arkansas City
 Hughes, Claude.....KNEX, McPherson
 Jaminet, J. Sarto.....KGGF, Coffeyville
 Kettner, Ernest L.....KIND, Independence
 Kidd, T. L.....KFH, Wichita
 Kramer, Claude.....KARE, Atchison-St. Joseph
 Meck, Richard P.....KJCK, Junction City
 Newby, Harold.....KAKE, Wichita
 Pash, Wayne.....KSCB, Liberal
 Peterson, Willard H.....KTOP, Topeka
 Pyle, Kay.....KEBI, Wichita
 Reed, Daniel.....KPRS, Olathe
 Reed, David L.....KLO, Leavenworth
 Stafford, Leo.....KCOAM, Pittsburg
 Teats, James L.....KLKC, Parsons
 Totten, Gale.....KJAY, Topeka
 Wallack, Chester A.....KVGB, Great Bend

Kentucky

Cross, Harvey L.....WFTM, Maysville
 Drake, Elmer C.....WNOP, Newport
 Dawson, Stephen N.....WLOU, Louisville
 Denton, Ralph F.....WSPC, Somerset
 Dunbar, Paul.....WVLK, Lexington
 Esten, Perry W.....WGRC, Louisville
 Ferrell, Guy N.....WLSI, Pikeville
 Fox, J. Francke, Jr.....WHLN, Harlan
 French, James C.....WKIC, Hazard
 Hargrove, Joseph.....WKTM, Mayfield
 Hart, Wm. J., Jr.....WTKE, Pikeville

Hendricks, Jack.....WKCT, Bowling Green
 Henson, Russell.....WCTT, Corbin
 Hudson, Wilbur.....WAVE, WAVE-TV, Louisville
 Hulse, C. H.....WKAY, Glasgow
 Jagoe, Ear Robert.....WVJS, Owensboro
 Latham, John.....WNBS, Murray
 Locklar, Henry C.....WLP, Lexington
 Lovell, Henry C.....WHIR, Danville
 Mahoney, Marvin.....WPKY, Princeton
 Mick, Evers.....WTMW, Madisonville
 Morris, U. C.....WPAD, Paducah
 Nunn, Vernon R., AM
 Cleveland, Robt. PM.....WSON, Henderson
 Peters, Harold I.....WOMI, Owensboro
 Picazo, M. E.....WMTC, Van Cleave
 Pontrich, Nolan.....WKY, Louisville
 Searsdale, Melvin.....WINN, Louisville
 Sins, C. G.....WKYB, Paducah
 Simpson, William L.....WHOP, Hopkinsville
 Smith, T. K.....WPKY, Frankfort
 Summerford, D. C.....WKLO, Louisville
 Tolman, Edd.....WZIP, Covington
 Towner, Orrin W.....WHAS, Louisville
 Weaver, Clarence W.....WCM1, Ashland

Louisiana

Allzn, Donald K.....WAFB, Baton Rouge
 Antony, W. E.....KWKH, Shreveport
 Bailey, Clovis L.....KSGI, Crowley
 Blackmon, L. M.....KANE, New Iberia
 Bloom, J. D., Jr.....WWL, New Orleans
 Bourgeois, Albert.....WNOE, New Orleans
 Carlson, L. J.....KENT, Shreveport
 Carson, LaVance.....KWSL, Lake Charles
 Case, E. E.....WIBB, Baton Rouge
 Craft, A. B.....KPLC, Lake Charles
 Crawford, John.....KVOB, Alexandria
 Curmutt, F. E.....WHHL, Hammond
 Dudley, Vernon.....WJBO, Baton Rouge
 Eckhardt, S. E.....KTRY, Bastrop
 Hebert, Fred.....KSLQ, Opelousas
 Hyatt, Wm.....KNOE, Monroe
 Jones, Donald.....KCLL, Houma
 Maddox, C. H.....KTBS, Shreveport
 Martin, George P.....KROF, Abbeville
 Nevill, William C.....WJMR-WRCM (FM)
 New Orleans
 Riddle, Lindsey.....WDSU-TV, WDSU, New Orleans
 Schreiber, Raymond S., Jr.....KSYL, Alexandria
 Sexton, Jesse R.....KALB, Alexandria
 Van Valkenburg, James Edward
 WLCB, Baton Rouge
 Vargo, Andrew.....IKLOU, Lake Charles

Maine

Deters, Arthur.....WIDE, Biddeford
 Dickson, Walter.....WABI, Bangor
 Dinsmore, Harold I.....WRDO, Augusta
 Hall, Leslie R.....WLAM, Lewiston-Auburn
 Hodgkens, Roger W.....WGAN, Portland
 Hughes, L. E.....WAGM, Presque Isle
 MacGown, Lauris P.....WGDY, Bangor
 MacIntosh, Robert W.....WABM, Houllon
 Mason, Donald.....WCOU, Lewiston
 Parker, Robert.....WFAU, Augusta
 Perry, Roger L.....WPOR, Portland
 Ruiz, Horace.....WMTW, Portland
 Smith, Dan B.....WCSE, Portland
 Sutherland, Donald H.....WTVL, Waterville
 Wibby, John.....WLBZ, Bangor

Maryland

Bareham, William C., WBAL-TV, WBAL, Baltimore
 Brewer, G. Harold.....WARK, Hagerstown
 Chaconas, Nicholas J.....WGAY, Silver Spring
 Clendinning, William Paul.....WCUM, Cumberland
 Duff, James S.....WTHI, Baltimore
 Herr, Donald.....WBCC, Bethesda
 Houston, G. Porter.....WCBM, Baltimore
 Jones, Martin L.....WCAO, Baltimore
 Jones, Paul C.....WNAV, Annapolis
 Kuntz, William O.....WASA, Havre de Grace
 Lahman, Glenn.....WAAM-TV, Baltimore
 McIntire, George.....WJEL, Hagerstown

Chief Engineers

Merritt, Jerrold P. WCEM, Cambridge
 Nopper, Carlton G. WMAR-TV, Baltimore
 Rault, William G. WFBR, Baltimore
 Reckling, Leroy WSUD, Baltimore
 Rodgersway, John WTBO, Cumberland
 Robertson, James W. WFMD, Frederick
 Sepe, Edmund N. WBYK, Cumberland
 Story, Vernon V. WGOO, Silver Spring
 Ward, Jack W. WFOG, Salisbury

Massachusetts

Asher, James D. WJVA, Quincy
 Ayer, Walton T. WBEC, Pittsfield
 Baldwin, Philip K. WHDH, Boston
 Barol, Francis WKON, Framingham
 Browning, E. A. WTAG, Worcester
 Dalby, Wm. B. WMNB, North Adams
 Dorschutz, Harold A. WEEI, Boston
 Gammon, Eugene WHYA, Haverhill
 Gluka, Richard WACE, Chicopee
 Grobowski, Z. V.
 WNBH, New Bedford WOCB, W. Yarmouth
 WCOU, Boston
 Hale, Roland C. WBZ-TV, Boston
 Hauser, W. H. WSEL, Springfield
 Hewinson, E. G. WLAW, Lawrence
 Hunkley, George A. WCEM, Lawrence
 Jaspert, Geo. H. WARE, Ware
 Joshi, F. R. WBRK, Pittsfield
 Lavandol, Leonard WMEF, Bost n
 Moushian, John WLLH, Lowell
 Michaels, Anthony G. WMAZ, Springfield
 Mielnowicz, John WNAW, North Adams
 O'Grady, Gerald P. WHYN, Holyoke
 Paley, Jack WLYN, Lynn
 Parker, John WVAR, Fall River
 Payne, John C. WJMS, Boston
 Ruffner, Herbert WTXL, W. Springfield
 Spates, James L. WSPR, Springfield
 Townsend, George WHOB, Gardner
 Vincent, P. H. WHAM, Greenfield
 Wheeler, Leland F. WNER, Worcester
 Wilson, Vernon P.

Michigan

Allen, James W. WHRV, Ann Arbor
 Amick, Paul F. WHIQ, Iron Min.
 Blumreich, Homer WMRP, Flint
 Braith, Leon H. KNTJ, New Ulm
 Brown, Elwood WABJ, Adrian
 Brozek, Gordon WDMJ, Marquette
 Bugan, George L. WHDF, Houghton
 Clark, Edward H. WJLR, Detroit
 Carpenter, Ralph H. WBCM, Bay City
 Carson, M. WOAP, Owosso
 Castle, C. X. WJIM, Lansing
 Cole, Steve WCEN, Mt. Pleasant
 Dahlbacka, Arne WJMS, Ironwood
 Fallau, Frank D. WFDE, Flint
 Forsyth, Ed. WWOK, Flint
 Fruecke, Paul O. WJBK, WJBK-TV, Detroit
 Gergans, Aris J. WBBK, Battle Creek
 Greenovert, Richard WGRD, Grand Rapids
 Grove, Irving WFYC, Muncie
 Jones, Darrell WTAC, Flint
 Kaari, Eugene A. WIRB, Iron River
 Kiker, Wm. H.
 WTCM, Traverse City, WATZ, Alpena
 Klund, Harvey WHAK, Rogers City
 Kogher, Charles WXYZ, WXYZ-TV, Detroit
 Lee, Carl E.
 WJEP, Grand Rapids WKZO, Kalamazoo
 WJR, Detroit
 Leydorf, George WJPD, Ishpeming
 Maloney, Bernard R. WKMD, Dearborn-Detroit
 Martin, J. J. WSAW, Saginaw
 McCullen, Harold WSAW, Saginaw
 Morris, Wm. F. WSCO, Sault Ste. Marie
 Munn, E. Harold, Jr. WTVZ, Coldwater
 Pendleton, K. B. WKBY, Muskegon
 Peters, John WKLA, Ludington
 Popperoy, John C. WJLS, Lansing
 Robinson, Munson WFBR, Benton Harbor
 Ryan, Elwood G. WBBB, Flint
 Sparks, Garrett G. WEXL, Royal Oak
 Stearns, George D. WPAQ, Ann Arbor
 Stephens, Carl WGGG, Kalamazoo

Stevens, Lee G. WLAV, WLAV-TV, Grand Rapids
 Stone, Earl J. WELI, Battle Creek
 Stone, Marion WTTH, Port Huron
 Thomas, Max W. WKNX, Saginaw
 Thrum, Russel S. WHLS, Port Huron
 Timmer, Jack WFBR, Grand Rapids
 Wesser, Carl WWD, Detroit
 Westrate, Millard C. WHTT, Holland
 Williams, Russell WWJ-TV, Detroit
 Wilson, Robert WOOD, Grand Rapids
 Wirtanen, C. W. WIBM, Jackson
 Wolf, Peter A. WMDN, Midland
 Woody, Floyd WGRO, Bay City

Minnesota

Allen, Harold E. KGDE, Fergus Falls
 Belongny, J. J. WGOO, Minneapolis
 Bohman, Henry J. KTRE, Thief River Falls
 Brantigan, Gene WLOI, Minneapolis
 Clarke, Fred C. KAMA, Red Wing
 Cross, Bob KROC, Rochester
 Deriman, Robert KDAL, Duluth
 Fossenmeyer, Ross KBZY, Grand Rapids
 Gojken, Don KVOX, Moorhead
 Gill, Norman P. WEBC, Duluth WHLR, Virginia
 Hagaman, Boynton KLER, Rochester
 Heaton, Harvey V. KEYD, Minneapolis
 Holt, Robert KATE, Albert Lea
 Houts, James KYSM, Mankato
 Hyde, John E. Jr. KDHL, Faribault
 Johnson, Stanley KWNO, Wadena
 Kiewel, William J. KRDX, Crookston
 Lasky, Melvin

 WDSM, Duluth-Superior WVEE, Eveleth
 Lentz, Gerald KKRA, Alexandria
 Linder, Bill KMHL, Marshall
 Linder, Willard KWML, Willmar
 Lounsbury, William H. WREX, Duluth
 McManis, John
 KSTP, KSTP-TV, St. Paul-Minneapolis
 Mickelson, M. P. KWAB, Wadena
 Rasmussen, Sumner WPBC, Minneapolis
 Sherman, John M. WTGN, Minneapolis
 Unkenholz, Art KBMW, Breckenridge
 Vanderstus, Grant KBTN, Bemidji
 Wilson, Walton KSMJ, Farnham
 Winkler, Charles WDGY, Minneapolis
 Witschen, Robert KFAM & FM, St. Cloud

Mississippi

Aldridge, Charlie WNAG, Grenada
 Aldridge, Jay WROR, West Point
 Allen, Ray WJPR, Greenville
 Anderson, James D. WCMX, Corinth
 Benson, G. G. WRRB, Jackson
 Betmarik, Alois WMOX, Meridian
 Brady, Phillip WAFB, McComb
 Drake, C. E. WQCB, Vicksburg
 Franz, F. H. WHOC, Philadelphia
 Gilmore, Lawrence WCLD, Cleveland
 Graves, C. D. W. ROX, Clarksdale
 Graves, Clyde WAML, Laurel
 Greene, LeRoy WELD, Tupelo
 Hook, Charles T. WGM, Gulfport
 Jetton, Walton H. WGYM, Greenville
 McFerrin, Thomas WCBT, Columbus
 McLennan, R. B. WFOR, Hattiesburg
 Murphy, Don WKJW, Pascagoula
 Patterson, Thomas WJXX, Jackson
 Perkins, C. A. WSLI, Jackson
 Pharris, Tom WJMB, Brookhaven
 Pierce, Ed. WLAU, Laurel
 Sanders, Robert Louis WSKB, McComb
 Saxon, Joe WPOK, Meridian
 Sharpling, Charles WBSY, Hattiesburg
 Tolke, Ray WGLI, Columbia

Missouri

Barker, Lee E. KICK, Springfield
 Bauer, Fritz KWTO, Springfield
 Bench, Edward B. Jr. KSTL, St. Louis
 Bruner, Bob KKXEO, Mexico
 Chapin, Wells WLS, St. Louis
 Conner, Bob KBOA, Kennett

Chief Engineers

Curry, William KTTS, Springfield
 Flaherty, J. A. WDAF, WDAF-TV, Kansas City
 Goldenberg, Henry WHB, Kansas City
 Gregg, Paul KNEM, Nevada
 Hackmann, Leroy KWOS, Jefferson City
 Haigh, Robert KFRU, Columbia
 Harrison, Austin A. KSWM, Joplin
 Harvey, Harry KMOX, St. Louis
 Hirsch, Ralph L. KSIM, Sikestown
 Irminger, Roy KRES, St. Joseph
 Koch, J. Wesley KFEO, St. Joseph
 Langford, J. P. KDMO, Carthage
 Langford, Jack WMBH, Joplin
 Lidenton, Donald M. KWOC, Poplar Bluff
 Meador, Ralph KFSS, Joplin
 Mitsuun, Martin M. KTTR, Rolla
 Moler, Ray KFRM, KMBC, Kansas City
 Morris, Cal. KWRE, Warrenton
 Parrish, Ben KHMO, Hannibal
 Porter, Charles KIRX, Kirksville
 Rekart, Arthur F. KXOK, St. Louis
 Risk, J. E. KSD-TV, KSD, St. Louis
 St. Vrain, W. E. KKLW, St. Louis
 Trooglen, Karl KCMO, Kansas City
 Volk, Joseph A. WEFW, St. Louis
 White, E. Dennis KGBX, Springfield
 Williams, Bill KMMO, Marshall
 Williams, Max KCKN, Kansas City
 Zehr, Nicholas KWK, St. Louis

Montana

Bauer, George H. KOJM, Havre
 Dahl, Don KGVQ, Missoula
 Foster, Jim KOPR, Butte
 Goodreau, Ed. KXLJ, Helena
 Halvorsen, Oscar H. KGCX, Sidney
 Hildebrand, Ted KBMY, Billings
 Jones, Verle, Jr. KAVR, Havre
 Kulkola, Eugene KXLK, Great Falls
 Myhre, Wilbur L. KPFB, Great Falls
 Parker, Duane KXLQ, Bozeman
 Patterson, William H. KGEZ, Kalispell
 Poole, Henry B., Jr. KMON, Great Falls
 Powers, Donald KXGN, Glendive
 Provis, W. J. KXLF, Butte
 Sather, David KKLO, Lewiston
 Scofield, Charles L. KRLJ, Miles City
 Sylvester, Dick KPRK, Livingston

Nebraska

Allison, Duane B. KHAS, Hastings
 Blakesely, H. Jay KODY, North Platte
 Davenport, Edward KCOW, Alliance
 Emerson, Wilbur R. KWBE, Beatrice
 Hardy, Harold KJSK, Columbus
 Korinek, M. J. KOLN, Lincoln
 Kotera, Wm. J. WOW-TV, Omaha
 Lenwell, LeRoy W. KBRL, McCook
 Lewis, Jack KGEW, Kearney
 Morrison, Harland A. KOLT, Scottsbluff
 Moudy, Dale KOWH, Omaha
 Nelson, N. P. KOWH, Omaha
 Proctor, Leslie A. KNEB, Scottsbluff
 Schroeder, R. J. KMTV, Omaha
 Welna, Richard E. KBON, Omaha
 Wiedenbach, Frank WJAG, Norfolk
 Winkler, Charles KOIL, Omaha, KFOR, Lincoln

Nevada

Berry, W. E. KENO, Las Vegas
 Comer, Wilbur KWRN, Reno
 Craig, Wesley KOH, Reno
 Dow, Ralph KLAS, Las Vegas
 Peterson, Merle KOLO, Reno
 Young, Fred KRAM, Las Vegas

New Hampshire

Batchelder, Ernest F. WKNE, Keene
 Bingham, Robert C. WOTW, Nashua
 Chandler, Vincent H. WMUR, Manchester
 Davis, Albert J. WTSV, Claremont
 Davis, George WKXL, Concord
 Hennessey, James F. WMOU, Berlin
 Phillips, Royston WKBR, Manchester

Schow, Reginald A. B. WFEA, Manchester
 Vaccaro, Anthony WHEB, Portsmouth

New Jersey

Brenner, Frank V. WATV, Newark
 Chassey, Frederick WKDN, Camden
 Fekel, Francis WSNJ, Bridgeton
 Foster, Herman WHBI, Newark
 Godfrey, Earle WBAB, Atlantic City
 Katz, Norman WMID, Atlantic City
 Kilmer, Theodore P. WPTM, Trenton
 Lucas, Earl WPAT, Paterson
 McKnight, Cleon WJLK, Asbury Park
 Mullen, C. V. WWBZ, Vineland
 Novak, John WTNJ, Trenton
 Prow, Rudy WMTR, Morristown
 Testan, Peter WNJR, Newark
 Thron, Blair K. WFPG, Atlantic City
 Williams, Robert L. WCTC, New Brunswick
 Zander, John WCAM, Camden

New Mexico

Carman, W. H. KOAT, Albuquerque
 Dodds, Leonard KGGM, Albuquerque
 Hughes, Vernon KICA, Clovis
 Johnson, George S. KOB, KOB-TV, Albuquerque
 Morrison, John KVER, Albuquerque
 Palmer, Kay KGAk, Gallup
 Rader, Eugene KGFL, Roswell
 Schultz, A. F. KFVN, Las Vegas
 Sene, William KAVE, Carlsbad
 Walz, Russell A. KCHS, Hot Springs
 White, David Fred, Jr. KTNM, Tucuman
 Wilkins, Ray KTRC, Santa Fe

New York

Atherton, Otis WHDL, Olean
 Azar, Solomon A. WUSI, Lockport
 Barron, William A. WKRT, Cortland
 Bartlett, Benton R. WWRL, Oneonta
 Bates, Wiley R. WDOS, Woodside
 Beck, Irving P. WSNY, Schenectady
 Bell, Allen WELM, Elmira
 Belle Isle, Armand G. WSyr-TV, Syracuse
 Brown, Charles WEVD, N. Y.
 Bubbers, John J. WLJB, New York
 Burko, John P. WEOK, Poughkeepsie
 Chasins, Abram WQXR, N. Y.
 Chismark, Albert H. WTRY, Troy
 Crow, H. Eugene WHEN-TV, Syracuse
 Czaplack, Gus WJLN, Niagara Falls
 David, W. Russel, Sr. WPTR, Albany
 Delancy, James WKAL, Rome
 Dowdell, John T. WIBX, Utica
 Dowling, William WCB, Corning
 Dye, Robert WNDR, Syracuse
 Edwards, Fred WOSC, Fulton
 Emch, Robert WARC, Rochester
 Fiedler, LeRoy WKBW, Buffalo
 Fuelling, Paul WMGM, N. Y.
 Gabriele, Vincent J. WVOS, Liberty
 Gardner, Kenneth J. WHEM-TV, WHAM, Rochester
 Ghiloni, Peter F. WGAT, Utica
 Gram, James WWHG, Hornell
 Greene, R. Carlton WGVA, Geneva
 Greene, Thurlow A. WENY, Elmira
 Hallinan, Charles WKOP, Binghamton
 Hanson, O. B. WNBC, N. Y.
 Heisler, Charles WROW, Albany
 Henderson, Ken WRNY, Rochester
 Henry, Carroll—Studio Supvr. WRUN, Utica
 Heustis, Henry WEAV, Plattsburg
 Hill, Emil WOV, N. Y.
 Hoffman, Karl WGR, Buffalo
 Hoffman, Norman R. WHCU, Ithaca
 Hollingsworth, R. Lee WKBS, Oyster Bay
 Houskeeper, Peter C. WLNA, Peekskill
 Howard, Tom WPIX, N. Y.
 Kelley, A. A. WJNR, Binghamton
 Kingsley, Ralph J. WBEN, WBEN-TV, Buffalo
 Knaack, Frank E. WLLI, Hempstead
 Kratzert, Harold J. WJTN, Jamestown
 La Casse, Larry WLEA, Hornell

Chief Engineers

Lassner, Charles W.A.L.L., Middletown
 Lyke, Ervin P. W.V.E.T., Rochester
 Marks, Frank W.J.Z.-TV, N. Y.
 McCallery, James W.M.C.A., N. Y.
 McDonough, James F. W.H.U.T., Hudson
 Miles, R. W.G.H.R., Freeport
 Muir, Donald W.O.L.F., Syracuse
 Nizak, John M. W.I.R.Y., Plattsburg
 Poppen, J. R. W.O.R.-TV, WOR, N. Y.
 Purcell, W. J. W.R.G.B. W.G.Y., Schenectady, N. Y.
 Rodgers, Frank W.E.B.R., Buffalo
 Sai, Frank W.W.O.L., Buffalo
 Sanders, Edwin R. W.N.R.A., Buffalo-Renmore
 Sardi, O. A. W.G.K.O., Albany
 Schryver, Donald W.A.T.N., Watertown
 Seimes, Marvin W.K.P.G., Poughkeepsie
 Seltz, Frank A. W.F.E.S., White Plains
 Smith, George W.F.C.F., Dunkirk
 Staniz, I. H. W.N.H.P.-TV, W.N.B.F., Binghamton
 Steger, George W.H.O.M., N. Y.
 Stewart, Richard J. W.E.N.T., Gloversville
 Stoker, W. C. W.H.I.Z., Troy
 Stronitz, Adolf W.I.C.Y., Malone
 Tarkulich, Michael W.M.S.A., Massena
 Thomas, Joseph W.W.S.C., Glens Falls

North Carolina

Abernethy, T. K. W.S.N.C., Statesville
 Afford, William L. K.G.T.C., Greenville
 Arneson, Charles L. W.G.N.I., Wilmington
 Barlow, Frank A. W.M.N.C., Morganton
 Bartlett, George W. W.D.R.C., Durham
 Brandon, Thomas C. W.G.T.A., Charlotte
 Brock, Truman W.K.W.O., Laurinburg
 Brooks, J. P. W.A.B.Z., Albemarle
 Burgess, John J. W.A.N.C., Jacksonville
 Burwell, G. W. B. W.W.E.G., Concord
 Candler, L. L., Jr. W.S.O.C., Charlotte
 Cecil, Yancy W.B.P.E., High Point
 Chambers, William M. W.L.O.S., Asheville
 Chandler, Charles D. W.F.N.S., Burlington
 Coldington, Bob W.B.I.T., New Bern
 Cummings, Ray W.M.B.L., Morehead City
 Fleming, Arnold Beuter W.P.A.Q., Mt. Airy
 Follen, Roy E. W.T.I.K., Durham
 Groves, W. C., Jr. W.G.N.C., Gastonia
 Hamrick, William H. W.W.N.C., Asheville
 Hedrick, Phil W.S.J.S., Winston-Salem
 Henley, Wm. E. W.A.Y.N., Rockingham
 Hepler, Fred W.F.V.G., Fuquay Springs
 Herring, E. L. W.M.F.B., Wilmington
 Hiland, L. W. S. W.H.N.C., Henderson
 Hinson, Fox W.G.T.L., Kannapolis
 Hogue, G. Fred W.B.R.Y., Lexington
 Spikula, Russell W.T.O.B., Winston-Salem
 Stanton, E. M., Jr. W.W.N.F., Fayetteville
 Stronberg, Criss, A., Jr. W.H.P.P., Mooresville
 Suggs, L. M. W.A.R.L., Lenoir
 Traftoria, Elmer H. W.P.N.C., Thomasville
 Trechlood, Daniel B. W.G.B.C., Goldsboro
 Tyson, Berry W.B.B.R., Burlington
 Vogt, Donald E. W.L.T.C., Gastonia
 Wallace, Robert M. W.O.H.S., Shelby
 Watson, Carl B. W.S.T.P., Salisbury
 Wilbur, Frank W.B.C.P., Waynesville
 Williams, Dan W.V.O.T., Wilson
 Wilroy, John P. W.H.E.D., Washington
 Winn, Eldred W.L.O.E., Leaksville

North Dakota

Baker, C. W. K.L.P.M., Minot
 Barnett, Ray K.G.C.T., Bismarck-Mandan
 Franklin, Clark K.D.N. Dickinson
 Gabrielson, Orla K.F.G.O., Fargo
 Morris, Richard K.D.L.R., Devil's Lake
 Nelson, Ivar K.F.Y.R., Bismarck
 Petrich, Arnold K.H.O., Grand Forks
 Ridgway, Robert E. K.S.J.B., Jamestown
 Savold, Juliette W.D.A.V., Fargo
 Spornstrom, Charles K.O.V.C., Valley City
 Thonforde, Cliff K.N.O.X., Grand Forks

Ohio

Adams, Ernest L. W.H.I.O. TV, Dayton
 Bookwith, Larry W.P.R., Middletown
 Berg, I. A. W.H.R.K., Akron
 Bernato, F. N. W.C.A., Ashland
 Bondy, Hugo A. W.U.H.I., Warren
 Bopp, Calvin W.L.W.-T., Cincinnati
 Bushman, Victor L. W.I.Z.E., Springfield
 Chapeak, John, Jr. W.B.W., Youngstown
 Clark, Charles E. W.M.O.A., Marietta
 Counts, Harold W.J.E.X., Chillicothe
 Cowen, George W.T.R.F., Bellare
 DeConnick, Leo W.C.O.L., Columbus
 DeLaney, Ralph W.H.K., Cleveland
 Dieringer, Frank A. W.P.N.J., Youngstown
 Epperson, J. B. W.E.W.S., Cleveland
 Fox, Bob W.G.A.R., Cleveland
 Friedman, Thomas W.X.E.L., Cleveland
 Gill, Joseph W.T.V.N., Columbus
 Hokey, John W.A.N.D., Canton
 Holmes, Harold W.T.O.L., Toledo
 House, Lloyd W.I.N.G., Dayton
 Houston, Charles R. W.H.O.K., Lancaster
 Hunt, Wm. A. W.H.I.Z., Zanesville
 Hunter, Darrl W.L.O.K., Lima
 Knopp, Irwin L. W.A.K.R., Akron
 Knuff, Frank W.J.E.L., Springfield
 Whitaker, Ben W.S.R.S., Cleveland
 Wiggins, Eugene W.T.N.S., Coshocton
 Wilderforth, John L. W.A.D.C., Akron
 Wilkous, B. T. W.K.B.N., Youngstown
 Wilson, George A. W.K.R.C., WKRC-TV, Cincinnati
 Wmde, Ben W.C.L.T., Newark

Oklahoma

Abbott, Warren W. K.S.M.L., Seminole
 Allen, Neal K.W.C.O., Chickasha
 Archer, George K.S.W.D., Woodward
 Bauman, Ernest K.W.H.W., Atlas
 Black, Elmo K.T.O.W., Oklahoma City
 Brown, Roy K.O.M.E., Tulsa
 Buford, Bill K.S.W.O., Lawton
 Burke, J. A. K.G.Y.N., Guymon
 Coleman, Murray D. K.R.C.R., Enid
 Daniel, Don K.N.O.E., Norman
 Davis, Jay K.R.P.R., Oklahoma City
 Donby, M. M. K.A.K.C., Tulsa
 Easton, Clifford K.T.O.R., Oklahoma City
 Edwards, Eugene O. K.B.I.X., Muskogee
 Foss, Darrel D. K.T.J.S., Hobart
 Jones, Don K.T.A.T., Frederick
 Kolb, W. E. K.V.S.O., Ardmore
 Lovell, H. J. W.K.V. WKY-TV, Oklahoma City
 Martin, Robert K.G.P.F., Shawnee
 McCulloch, Paul K.S.F.I., Stillwater
 Miller, George K.A.D.A., Ada
 Rountree, George K.V.L.H., Pauls Valley
 Ruppe, Kenneth W.B.B.Z., Ponca City

Oregon

Applegate, Gadyert K.J.E.R.G., Eugene
 Bigger, Hal K.N.P.T., Newport
 Bohand, Walter A. K.B.K.R., Baker
 Bookwalter, Louis S. K.O.I.N., Portland
 Boyd, Edward M. K.F.J.I., Klamath Falls
 Brower, Robert R.G.O.N., Oregon City
 Davidson, Herb K.W.H.L., Albany
 Dick, Max K.R.N.R., Roseburg
 Dickinson, Robert K.B.N.D., Bend
 Durham, Murray M. K.L.H.M., La Grande
 Elliott, Art R.O.D.L., The Dalles
 Elly, Thomas T. K.E.X., Portland
 Haaland, Charles E. K.S.R.V., Oregano
 Hathaway, George K.F.G.N., Eugene
 Johnson, Roy K.M.F.D., Medford
 Johnson, Reddy F. K.P.D.O., Portland
 Locke, Wayne K.R.L.T., Corvallis
 Loomis, Dwight K.W.J.J., Portland
 McElroy, Edward K.C.O.C., Salem
 Miller, Ralph K.X.L., Postland
 Richards, Rodney K.Y.J.C., Medford
 Riley, William R. K.A.S.H., Eugene
 Smeleton, Harold C. K.G.W., Portland
 Snauch, Roger K.O.O.S., Coos Bay

Chief Engineers

Sturtevant, Henry.....KPOJ, Portland
 Vilken, Floyd.....KOLE, Eugene
 Williams, N. L.....KUIJ, Grants Pass

Pennsylvania

Ackley, Rex.....WCRO, Johnstown
 Adams, Robert G.....WCDD, Carbondale
 Allen, L. L.....WHJB, Greensburg
 Altdorfer, Frank H.....WLAN, Lancaster
 Aroletti, Leo.....WKRZ, Oil City
 Bair, Howard.....WCMB, Lemoyne
 Baker, Clarence.....WIKK, Erie
 Benan, Douglas.....WMAJ, State College
 Berninger, John.....WPIT, Pittsburgh
 Bisbing, Franklyn.....WNAR, Norristown
 Bowley, Raymond J.....WPTZ, Philadelphia
 Bragonier, Robert.....WVAM, Altoona
 Brewer, Wm. A.....WBUD, Morrisville
 Burgoon, George.....WFEB, Altoona
 Burtis, Charles W.....WPEN, Philadelphia
 Cassidy, Park.....WLTR, Hazleton
 Caru, Kenneth.....WBPZ, Lock Haven
 Coleman, Millard J.....WARD, Johnstown
 Cooke, Kenneth R.....WGBI, Scranton
 Cordaro, C. Frank.....WIAF, Allentown
 Crair, Ernest.....WHUN, Huntington
 Csp, Michael.....WICU, WICU-TV, Erie
 Dreese, William.....WHGB, Harrisburg
 Duck, Llewelyn.....WCPA, Clearfield
 Eberhart, Woodrow G.....WSBA, York
 Eneh, Robert.....WKST, New Castle
 Eney, I. N.....KYYW, Philadelphia
 Field, John.....WTEL, Philadelphia
 Fireman, Paul.....WBUX, Doylestown
 French, Theodore.....WILK, Wilkes-Barre
 Goldman, Arnold.....WHAT, Philadelphia
 Gottshall, William.....WAEB, Allentown
 Greenwood, James.....WCAE, Pittsburgh
 Haines, Homer M.....WNAE, Warren
 Harris, Clifford C.....WIP, Philadelphia
 Heck, A. C.....WPIC, Sharon
 Hestor, Kon.....WERC, Erie
 Hines, John Wm.....WBVP, Beaver Falls
 Hooper, George.....WIBG, Philadelphia
 Hurley, Wilkes.....WEDO, McKeesport
 Iles, Alec F.....WJMJ, Philadelphia
 Kaiser, Henry R.....WWSW, Pittsburgh
 Keller, John W.....WKOK, Sunbury
 Kenney, Theodore C.....KDKA, Pittsburgh
 Kikta, Thomas.....WMBS, Uniontown
 Leibensperger, E. Daniel.....WHP, Harrisburg
 Leitch, John G.....WCAU, WCAU-TV, Philadelphia
 Noullet, R.....WLOA, Braddock
 Osehmann, Adolph W.....WARM, Scranton
 Pelletier, Joe.....WACB, Kittanning
 Queer, Paul R.....WCVI, Connellsville
 Ramsay, Robert.....WDAD, Indiana
 Rex, Paul F.....WISR, Butler

Rhode Island

Britto, Joseph.....WRJM, Newport
 Buckley, Richard I.....WRIB, Providence, R. I.
 Ferri, John V.....WPRO, Providence
 Gerson, Joseph.....WVON, Woonsocket
 Johnson, Gilbert.....WPCJ, Providence
 Krogsfad, Milton.....WDEM, Providence
 Siegel, Donald W.....WERL, Westerly
 Tilley, Harry.....WEAN, Providence

South Carolina

Albee, Wilbur.....WCSC, Charleston
 Beaty, James S., Jr.....WRHI, Rock Hill
 Beckholt, Harold R.....WSPA, Spartansburg
 Birchfield, William P.....WHAN, Charleston
 Brienon, Donald A.....WHSC, Hartsville
 Browning, Gus Myers.....WRNO, Orangeburg
 Burdette, Clyde J.....WORD, Spartansburg
 Byrd, Tom L.....WTYC, Rock Hill
 Caldwell, Russell.....WDBC, Dillon
 Cameron, Vernon.....WGCD, Chester
 Clark, Roger.....WFGN, Gaffney
 Eidson, Herbert G., Jr.....WIS, Columbia
 Garrison, W. E.....WFBC, Greenville
 Gilliam, Ray.....WKDK, Newberry

Greene, H. B.....WAIM, Anderson
 Jenne, Frank A.....WJMX, Florence
 Knight, U. Gordon.....WTMA, Charleston

South Dakota

Alwin, Fran.....KWAT, Watertown
 Crocker, George.....KSDN, Aberdeen
 Froke, Lester C.....KELO, Sioux Falls
 Gioe, Bob.....KISD, Sioux Falls
 Hobbs, Charles W.....KGFY, Pierre
 Marly, Roland.....KLJV, Huron
 Pierce, Max.....KSOO, Sioux Falls
 Todd, Chf.....WNAX, Yankton

Tennessee

Andrews, Fred.....WROL, Knoxville
 Beasley, Hubert.....WMMT, McMinnville
 Bailey, John.....WJZM, Clarksville
 Baker, B. C.....WADF, Chattanooga
 Barnes, B. B.....WFO, Chattanooga
 Bowers, M. C., Jr.....WBEL, Elizabethton
 Brodie, R. B.....KORN, Mitchell
 Brown, Charles E.....WIRJ, Humboldt
 Daugherty, George W.....WHUB, Cookeville
 Deckerick, J. G.....WMPS, Memphis
 Duke, Charles R.....WSIX, Nashville
 Evans, Ray.....WNOX, Knoxville
 Frase, F. C., Jr.....WMC, Memphis
 Garland, O. K.....WJHL, Johnson City
 Gilpin, Warren.....WCOR, Lebanon
 Gordon, Robert M.....WJTS, Jackson
 Griffin, O. C., Jr.....WKDA, Nashville
 Hobbs, Revis.....WKRM, Columbia
 Tucker, Ernest.....WBEK, Fayetteville
 Turner, J. W.....WLAR, Athens
 Welton, Roy.....WHBQ, Memphis

Texas

Adams, John.....KFDX, Wichita Falls
 Allen, J. T.....KXOX, Sweetwater
 Bailey, Franklin.....KDSX, Denison
 Bartlett, Harold W.....KFDM, Beaumont
 Beck, Al.....KGBS, Harlingen
 Bledsoe, W. S.....KFYO, Lubbock
 Boatright, Morris Glenn.....KPAC, Port Arthur
 Boehnenmann, Harry.....KIUN, Pecos
 Bradford, Bill.....KSST, Sulphur Springs
 Bruffett, John B.....KCTX, Childress
 Brides, W. K.....KXIX, Corpus Christi
 Callison, Glenn.....KLIF, Dallas
 Casey, Curtis M.....KTEM, Temple
 Casey, John B.....KRCB, Abilene
 Chase, Warren R.....KURV, Edinburg
 Chinski, Gerald.....KXYZ, Houston
 Christian, James R.....KVAL, Brownsville
 Cisneros, V.....KJEL, El Paso
 Clay, R. L.....KMHT, Marshall
 Glyce, Tom.....KGVJ, Greenville
 Collins, Hudson.....KWTK, Tyler
 Collins, J. Raymond.....WFAA, Dallas
 Cordell, Martin.....KGAT, Gainesville
 Cornelius, Gene.....KPET, Lamesa
 Crossland, O. C.....KNUZ, Houston
 Crouse, John R.....KXOL, Ft. Worth
 Daniels, Paul H.....KPMT, Paris
 Daugherty, Marvin E.....KREJ, Baytown
 Davis, O. P.....KDWT, Stamford
 Dove, Jesse.....WACO, Waco
 Easterwood, Marvin J., Jr.....KBIC, Beaumont
 Egerton, W. G.....KTSA, San Antonio
 Fennimore, Gene.....KLYN, Amarillo
 Flynn, Roy.....KRFD, Dallas
 Kritz, Norbert A.....KNAP, Fredericksburg
 Gemcois, E. J.....KEPO, El Paso
 Griffith, Harold.....KEYS, Corpus Christi
 Grubbs, Chester.....KCNC, Ft. Worth
 Grubbs, L. R.....KWTX, Waco
 Haigh, Joseph B.....KABC, San Antonio
 Harmon, Robert A.....KTRN, Wichita Falls
 Mullan, Lester.....KTRH, Houston
 Murray, Frank P.....KOSF, Nacogdoches
 Nelnu, Cecil.....KNEL, Brady
 Newsom, Vance.....KSWA, Graham
 Norris, Clark.....KVOP, Plainview

Chief Engineers

Oslon, Wallace, KOGT, Orange
 Osborn, Garth W. KPDN, Pampa
 Parsons, Melvin, KWBC, Ft. Worth
 Pepin, George, KDDD, Dumas
 Peterson, James, KFJZ, Ft. Worth
 Phillips, W. P., KTAN, Sherman
 Potocz, William, KGKI, San Angelo
 Ramsey, Gordon W., KTAE, Taylor
 Rippy, C. W., KMAE, McKinney
 Respondek, A. M., KCFR, Cuero
 Richardson, Jimmie, KNET, Palestine
 Rodgers, Lloyd E., KCLE, Cleburne
 Rodgers, Emmit, KRCT, Baytown
 Rowlett, John E., Jr., KCEK, Odessa
 Schwath, Alfred W., KAET, Austin
 Seals, Browne, KSTV, Coleman
 Sierocovich, John, KPFE, San Antonio
 Torrey, W. H., KGNC, Amarillo
 Trapp, Bob E., KIXL, Dallas
 Tucker, D. J., WRR, Dallas
 Walton, K. J., KRSM, El Paso
 Wardlaw, Harry W., KJHL, Beeville
 Webb, Richard L., WPAW, College Station
 Wheeler, Harvey T., KPFC, Houston
 Whitaker, Troy, KTFE, Kingsville
 Wilman, R. A., KTBH, Tyler
 Wiley, Herbert T., KWPT, Wichita Falls
 Wilson, Frank, Jr., KCTI, Gonzales
 Wilson, Willis A., KIBR, Brownsville
 Wood, Frank, KFRD, Rosenberg
 Yates, Ron, KCRS, Midland
 Zuehl, Richard, KWED, Seguin

Utah

Bell, C. Wendell, KUTV, Salt Lake City
 Booth, Wayne T., KLO, Ogden
 Clayton, Vincent, KSL-TV, Salt Lake
 Cozzens, W. D. Orr, KALL, Salt Lake City
 Heyborne, Robert L., KSCB, Cedar City
 Keyes, Henry, KOVO, Provo
 Mitchell, Crompton C., KJAM, Vernal
 Oleson, Helmonte, KVNJ, Logan
 Reid, Leo E., KOAL, Price
 Weibull, Fred, KMUR, Murray

Vermont

Borsyoff, Theodore, WDEV, Waterbury, WWSR, St. Albans
 Davis, I. C., WSKI, Montpelier
 McKernan, James F., WTWN, St. Johnsbury
 Quill, John C., WJOY, Burlington
 Tierney, J. W., WCAX, Burlington

Virginia

Asel, Sammie T., WEAM, Arlington
 Anthony, Robert E., Jr., WHAP, Hopewell
 Bittie, Lawrence, WNNT, Warsaw
 Boyer, W. Edward, WBOB, Galax
 Braud, Lou, WGD, Newport News
 Brann, Warren L., WSWA, Harrisonburg
 Bruges, J. P., WSLI, Roanoke
 Charles, Maurice, WHYC, Newport News
 Chesman, Charles K., WFLD, Farmville
 Doherty, John, WHLF, So. Boston
 Faison, Charles E., WPIV, Pulaski
 Hall, Frank A., WRQV, Roanoke
 Hinkle, Charles, WFWA, Fredericksburg
 Houser, Rex C., WTQN, Staunton
 Kennedy, Lawrence, WINA, Charlottesville
 Kyle, James W., WMBG, WTVR, Richmond
 Lantz, H. Landry H., WRFI, Lexington
 Landell, Dick, WTVR, Norfolk
 Manroy, W. M., WCAV, Norfolk
 McGinnis, George W., Jr., WLEE, Richmond
 Motley, Lyle C., WFTM, Danville
 Murphy, Emmitt, WFA, Falls Church
 Muse, Dewey W., WMVA, Martinsville
 Nowins, J. Edward, WDBL, Roanoke
 Norris, Luther, WVEE, Roanoke
 Orth, John T., WLYA, Lynchburg
 Parkerton, Forest T., WWOD, Lynchburg
 Reabe, R. W., WBBL, Richmond

Washington

Autosyn, E. P., KSPO, Spokane
 Bookwalter, Louis S., KJR, Seattle
 Boor, John, KMO, Tacoma
 Brott, F. J., KOMO, Seattle
 Brown, Ralph, KWLR, Longview
 Burns, Darrel K., KXJB, Ellensburg
 Cade, Les, KRSC, Seattle
 Cook, E. C., KXRN, Renton
 DuBuque, John, KXA, Seattle
 Evans, C. W., KNEW, Spokane
 Foley, Dave, KRKO, Everett
 Freeman, George A., KING-TV, Seattle
 Freese, George, KPQ, Wenatchee
 Goodwin, Sherwin, KRKL, Kirkland
 Hallberg, Bert, KBRO, Bremerton
 Harper, Ernest, KVOS, Bellingham
 Holmes, John, KELS, Kelso
 Kelley, John, KELE, Centralia-Chehalis
 Kissler, Roland, KSEM, Moses Lake
 Langford, George, KXLY, Spokane
 Land, Perry, KOL, Seattle
 MacEaffery, M. L., KFJ, Walla Walla
 McCoy, William R., KWNW, Wenatchee
 McCrede, C. J., KWIE, Kennewick
 McDonough, D. M., KVI, Seattle

West Virginia

Baker, Fred A., WKWK, Wheeling
 Barckman, Buford J., WCOM, Parkersburg
 Boyd, Dallas P., WBRW, Welch
 Brooks, V. G., WPAR, Parkersburg
 Brown, Harry S., WBLK, Clarksburg
 Bulfin, Robert W., WBTH, Williamson
 Craver, Campbell J., WMON, Montgomery
 Dixon, William E., WCHS, Charleston
 Drummond, James, WVVV, Fairmont
 Flanagan, P. T., WHIS, Bluefield
 Gunkel, A. J., WJLS, Beckley, WKNA, Charleston
 Graham, Earl, WLOH, Princeton
 Hall, Sterling H., WEPM, Martinsburg
 Hough, R. D., WFDX, Clarksburg
 Keith, Edward L., WWSA, Wheeling
 Kilpatrick, Leroy, WSAZ, Huntington
 Mae, Corrick, Ralph, WHAR, Clarksburg

Wisconsin

Bergum, Kenneth, WBIZ, Eau Claire
 Boos, Jerry, WDLB, Marshfield
 Clay, Wayne A., WCLD, Janesville
 Dechant, F. Lee, WKRN, Racine
 Dodge, George, WFOK, Milwaukee
 Duden, W. C., WQMT, Manitowish
 Evans, Ralph, WOKY, Milwaukee
 Fiegel, E. W., WNAM, Neenah-Menasha
 Greeley, W. M., WISC, Madison
 Lahn, Norman, WBA, Madison
 Helbrook, Darrel, WLDY, Ladysmith
 Holmes, Stanley, WGEZ, Beloit
 Insi, Raymond, WMAW, Milwaukee
 Jorgensen, Thorwald, WEAU, Eau Claire
 Kolsky, Robert, WJMC, Rice Lake
 Lauser, Phil, WTMJ, Milwaukee
 Leuchten, Al, La Crosse, WKBB
 Link, Otto, WATPW, Ashland
 Lubinski, Cas, WHLP, Kenosha
 Mayer, Herbert J., WHBL, Sheboygan
 Meekel, George, WHBY, Appleton
 Meyers, Wendell S., RPIZ, Fond Du Lac
 Miller, Gordon, WFHR, Wisconsin Rapids
 Monaco, Gino, WMLL, Milwaukee
 Northrop, Donald, WRFO, Richland Center
 Paske, Roland E., WEMP, Milwaukee
 Randall, Adm., WAFX, Wausau

Wyoming

Barthart, Phil, KODI, Cody
 Clark, Gordon E., KRAL, Rawlins
 Crosthwaite, Bob, KWYO, Sheridan
 Mueller, Gilbert, KQRS, Rock Springs
 Mursi, John, KVOC, Casper
 Summs, Duane, KRSPR, Casper
 Smith, L. O., KOWB, Laramie
 Toomey, Frank, KOVE, Lander



★ ★ ★ ★ ★ ★ ★ ★ ★ ★

INTERNATIONAL

International Broadcast Stations
In The United States



Stations of Mexico



Radio Cadena Nacional, S. A.



Radio Programas de Mexico, S. A.



AM Stations of Cuba



TV Stations of Cuba

NINETEEN FIFTY-ONE

RADIO OPERATIONS IN ITALY

By THOMAS B. MORGAN, Director of Special Events for WOV



Thomas Morgan

IN addition to the artistic and technical facilities which characterize the Rome studios and offices of WOV of New York, the rooms and corridors have become a veritable center for American and Italo-American activities. WOV listeners visiting Rome use these Rome headquarters as a sort of home base. This is outside the work of

the staff, which has attained an enviable distinction in having produced some of the most outstanding radio beats from Rome and the outlying centers of Italy.

To the credit of the WOV-Rome staff goes an accolade for having given the first radio story of the finding and location of the tomb of St. Peter with the relics of the Apostle. This was the result of the decade of excavations which have gone on under the basilica of St. Peter's. The Rome bureau registered a world scoop on the first radio interview with Ingrid Bergman and Roberto Rossellini. The present marital split of Robert Taylor was registered first by WOV-Rome, which obtained the first exclusive interview with Lia de Lio, the new flame of the star of "Quo Vadis," which was filmed here. WOV-Rome was also the only American radio station to record the wedding ceremony of Tyrone Power to Linda Christian in the Church of St. Francis.

The WOV-Rome studios and offices are located in a palatial mansion known as Bondi Palace. It is immediately across the street from the Medici Villa and gardens. On the same block is the famed Villa Borghese, Rome's beautiful Public park. WOV's address is No. 4 Via di Porta Pinciana.

The WOV offices and studios consist of a salon and five spacious rooms with high ceilings, in keeping with the design of a Roman palace. The salon is used as reception and leisure room for the large number of visitors who drop in. Nearly one thousand callers a month have been regis-

tered during a busy season. The large director's room is presided over by George Cueto, who also functions as production manager. A soundproof studio opens from the main salon. The control room is contiguous to the studio. A rehearsal room and large office also open from the main salon.

Four commercial programs emanate from the WOV-Rome studios daily, keeping the entire staff on its toes. These programs take distinctly different forms—news reports, commentaries, interviews, on-the-spot reporting and travelogues.

WOV-New York listeners were treated to a recording of the voices of Linda Christian and Tyrone Power at their wedding in Rome. The WOV mike was in the orange blossoms before the altar where they were wed, and Cueto through his ingenuity obtained a perfect recording of the event.

A WOV recording broadcast in America was credited with saving the life of 12-year old Elio Graffi of Rome. Elio, ill with a believed incurable complaint, spoke through the WOV mike to millions of listeners. Funds for his care poured in from America and the child's life was saved.

In a recent "March of Time" presentation, part of the sound track was recorded by WOV on-the-spot at the Italian Boys Republic.

WOV had the first radio account of the finding of the tomb of St. Peter in the recent excavations. The account was given by chief Vatican archaeologist, Professor Enrico Josi. This was followed by a further exclusive when your writer revealed the story of the finding of the relics of St. Peter. A series of six programs traced the historic phases through which the tomb went preceding its recent discovery. The details of this patient work will be compiled in a book by this writer and Professor Josi. ("The Tomb of St. Peter.")

The personnel of the WOV-Rome studios and offices, in addition to Cueto, Basco, Novasio and Gerbi, include Vera Fontanella, script writer and correspondent; Magio Maffio-Letti, engineer; Lina Lustrati, traffic; and Matilda Biaggi, secretary. Sponsors placed through WOV-Rome include Linee Aeree Italiane, E.N.I.T., The Island of Sicily, and others.



INTERNATIONAL STATIONS IN THE UNITED STATES

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Ownership</i>	<i>Power</i>
The Associated Broadcasters, Inc.	KWID-1	Government owned	100 kw.
San Francisco, California	-2	Government owned	50 kw.
Columbia Broadcasting System, Inc.	WABC-1	Privately owned	50 kw.
Brentwood, Long Island, N. Y.	-2	Privately owned	50 kw.
	-3	Privately owned	50 kw.
Columbia Broadcasting System, Inc.	WABC-5	Government owned	50 kw.
Wayne, N. J.	-6	Government owned	50 kw.
Columbia Broadcasting System, Inc.	KCBR-1	Government owned	200 kw.
Delano, Calif.	-2	Government owned	50 kw.
	-3	Government owned	50 kw.
The Crosley Corporation	WLWO-1	Government owned	75 kw.
Mason, Ohio	-2	Privately owned	50 kw.
The Crosley Corporation	WLWO-3	Government owned	75 kw.
Bethany, Ohio	-4	Government owned	75 kw.
	-5	Government owned	75 kw.
	-6	Government owned	75 kw.
	-7	Government owned	75 kw.
	-8	Government owned	75 kw.
General Electric Company	WGEO-1	Privately owned	100 kw.
Schenectady, New York.	-2	Privately owned	50 kw.
	-3	Jointly owned	25 kw.
General Electric Company	KGEL-1	Privately owned	50 kw.
Belmont, Calif.	-2	Government owned	100 kw.
National Broadcasting Co., Inc.	WRCA-1	Government owned	50 kw.
Bound Brook, N. J.	-2	Government owned	50 kw.
	-3	Government owned	50 kw.
	-4	Privately owned	50 kw.
	-5	Privately owned	50 kw.
	-6	Privately owned	50 kw.
National Broadcasting Co., Inc.	KRCA-1	Government owned	50 kw.
Dixon, Calif.	-2	Government owned	50 kw.
	-3	Government owned	200 kw.
Westinghouse Radio Stations, Inc.	WBOS-1	Privately owned	50 kw.
Hull Mass.			
World Wide Broadcasting Corp.	WRUL-1	Privately owned	50 kw.
Scituate, Mass.	-2	Privately owned	50 kw.
	-3	Privately owned	50 kw.
	-4	Privately owned	80 kw.
	-5	Privately owned	10 kw.

No mystery...

This ability to serve Mexico's rich market!

Out of Mexico City's thirty-odd broadcasters, XEW and XEQ alone enjoy a combined 85% of the great metropolitan audience.

This remarkable response is also found in provincial Mexico, so substantially covered by W's and Q's nation-wide networks, as well as by the comprehensive good job of a sister organization: Radio Programas de México.

Sounds like a monopoly?... Granted!... However, there's no trick to that... It's downright popularity and listener's loyalty -the pay-off of years of experience and service, plus a stubborn determination to give the Mexican family **good**, friendly radio entertainment!

Mexico's familiar call letters

XEW - XEQ

Coming soon **XEWTV**
XEQTV

** With the highest antenna in the world, on
Mount Popocatepetl, 17,000 feet above sea level.*

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. Stvenson
XEF	1420	100	Ciudad Juarez, Chih.	Jose Carlos Amaya
XEG	1050	100000	Monterrey, N. L.	La Voz de Norteamerica, S. A.
XEH	1420	1000	Monterrey, N. L.	Radio Tarnava, S. de R. L.
XEI	1400	250	Morelia, Mich.	Tiburcio Ponce
XEJ	970	5000	Ciudad Juarez, Chih.	Pedro Meneses, Jr.
XEK	970	500	Mexico, D. F.	Arturo Martinez
XEL	1260	1000	Mexico, D. F.	Fidel Hernandez Calderon
XEM	1390	500	Chihuahua, Chih.	Pedro Meneses, Jr.
XEN	690	5000	Mexico, D. F.	Guillermina P. del Conde
XEO	970	750	Matamoros, Tams.	Jose Maria Gonzalez
XEP	1300	500	Ciudad Juarez, Chih.	Esteban Parra
XEQ	940	50000	Mexico, D. F.	Radio Panamericana, S. A.
XER	1260	250	Linares, N. L.	Enrique Garcia T.
XES	1240	250	Tampico, Tams.	Radiotelevisora de Tampico, S. A.
XET	990	5000	Monterrey, N. L.	El Pregonero del Norte, S. A.
XEU	960	500	Veracruz, Ver.	Fernando Pazos Sosa.
XEW	900	250000	Mexico, D. F.	Cadena Radiodifusora Mexicana S.A.
XEX	730	250000	Mexico, D. F.	La Voz de Mexico
XEY	980	150	Cuernavaca, Mor.	Juan Gutierrez Torno
XEZ	600	2000	Merida, Yuc.	Jorge L. Palomeque
XEAA	1340	250	Mexicali, B. C.	Consuelo Tonella de Eguia
XEAC	690	5000	Tijuana, B. C.	Jorge I. Rivera
XEAD	1150	125	Guadalajara, Jal.	Alejandro Diaz
XEAG	1280	500	Cordoba, Ver.	Sucrs. Diodoro Zuniga
XEAI	1320	500	Mexico, D. F.	Carmen Gutierrez
XEAM	1400	250	Matamoros, Tams.	Manuel L. Salinas
XEAO	910	250	Mexicali, B. C.	Juan C. Chavez
XEAP	1290	100	Ciudad Obregon, Son.	Emilio Manzanilla
XEAQ	1490	250	Agua Prieta, Son.	Manuel Rodriguez V.
XEAR	1450	250	Monterrey, N. L.	Radio Tiempo, S. de R. L.
XEAT	1250	250	Hidalgo del Par- ral, Chih.	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

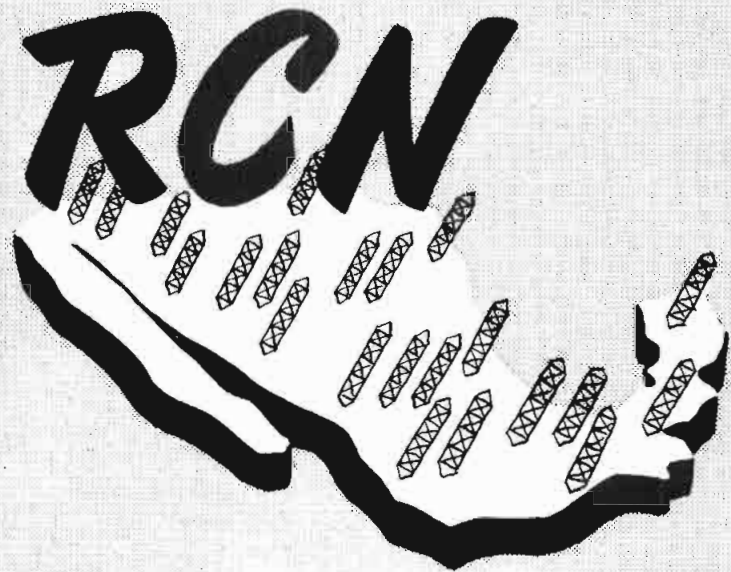
Stations of Mexico

Call Letters	Frequency (Kcs.)	Power	Location	Owner, Mgr. or Operating Agency
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.
XEBU	1240	250	Chihuahua, Chih.	Enriqueta G. de Uranga
XEBW	1280	250	Chihuahua, Chih.	Radioemisora del Norte S. de R. L.
XEBX	610	500	Sabinas, Coah.	Eugenio Rodríguez 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	Toluca, 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 Potosí, 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	Magdalena, Son.	Jesus L. Rochin
XEDK	1250	500	Guadalajara, Jal.	Manuel Lopez Diaz
XEDL	1250	500	Hermosillo, Son.	Eufemia Esque de Vidal
XEDN	600	1000	Torreón, Coah.	Difusora del Norte, S. A.
XEDR	1490	500	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.	Sucs. de Juan A. Palaricini
XEJA	1400	100	Jalapa, Ver.	Adolfo Alvarez
XEJC	1420	150	Cuernavaca, Mor.	Miguel A. Tenorio
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

Stations of Mexico

Call Letters	Frequency (Kcs.)	Power	Location	Owner, Mgr. or Operating Agency
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
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 Herald del Bajio
XENK	620	5000	Mexico, D. F.	Gral. Brig. Fernando Proal Pardo
XEOM	1400	250	Coatzacoalcos, Ver.	Daniel Schacht Perez
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	50000	Tijuana, B. C.	Interamericana de Radio, S. A.
XERC	790	1000	Mexico, D. F.	Radio Popular de Mexico, D. F.
XERF	1570	50000	Villa Acuna, Coah	Cia. Radiodifusora de Coahuila, S.A.
XERH	1500	200-N	Mexico, D. F.	"ARSE", S. A.
XERJ	1320	500	Mazatlan, Sin.	Oscar Perez E.
XERK	1450	100	Tepic, Nay.	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

all MEXICO
will hear your message through
R C N
Affiliated 75 Broadcasting
Stations



- ACAMBARO, GTO.
- ACAPULCO, GRO.
- AGUA PRIETA, SON.
- AGUASCALIENTES, AGS.
- C. CAMARGO, CHIH.
- C. DELICIAS, CHIH.
- C. GUZMAN, JAL.
- C. JUAREZ, CHIH.
- C. OBREGON, SON.
- CUERNAVACA, MOR.
- CUAUTLA, MOR.
- CULIACAN, SIN.
- CHIHUAHUA, CHIH
- DURANGO, DGO.
- GUADALAJARA, JAL.
- HERMOSILLO, SON.
- HUATABAMPO, SON.
- IGUALA, GRO.
- JALAPA, VER.
- LA BARCA, JAL.
- LEON, GTO.
- MAGDALENA, SON.
- MATAMOROS, TAMPS.
- MAZATLAN, SIN.
- MERIDA, YUC.
- MEXICALI, B. C.
- MONTERREY, N. L.
- MORELIA, MICH.
- NUEVO LAREDO, TAMPS.
- OCOTLAN, JAL.
- PARRAL, CHIH.
- PUEBLA, PUE.
- QUERETARO, QRO.
- REYNOSA, TAMPS.
- SAHUAYO, MICH.
- SALTILLO, COAH.
- SAN LUIS POTOSI S. L. P.
- SANTA ANA, SON.
- SANTA BARBARA, CHIH.
- TAMPICO, TAMPS.
- TEPIC, NAY.
- TIJUANA, B. C.
- TLAQUEPAQUE, JAL.
- TORREON, COAH.
- VERACRUZ, VER.
- VILLA ACUNA, COAH.
- ZACATECAS, ZAC.
- ZAMORA, MICH.
- ZITACUARO, MICH.

RADIO CADENA NACIONAL
Vallarta 1 Sixth Floor Mexico D.F.

Stations of Mexico

Call Letters	Frequency (Kcs.)	Power	Location	Owner, Mgr. or Operating Agency
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
XETX	1400	250	N. Casas Grandes, Chih.	Laureano F. Molihar, Jr.
XETZ	1190	500	Teziutlan, Pue.	Ricardo Vazquez
XEUF	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

Radio Cadena Nacional, S. A.

Head Office: Vallarta #1

General Offices: Vallarta #1

Phones:

Head Office: 21-01-78—36-84-68

General Offices: 10-39-09—21-38-62

P. O. Box 7892

Mexico City, Mexico

— PERSONNEL —

President & General Manager	Rafael Cutberto Navarro
Vice-President Manager	Miguel A. Tinoco
Assistant Manager—Accounting	Raquel Burgos Romero
Assistant to President	María Vázquez
Advertising Department	Héctor Ventura de Castro

AFFILIATED STATIONS IN MEXICO

Call Letters	City	Call Letters	City
XEGW	Acambaro, Gto.	XEKF	Iguala, Gro.
XEKJ	Acapulco, Gro.	XEJW	Jalapa, Ver.
XEFH	Agua Prieta, Son.	XELB	La Barca, Jal.
XEAQ	Agua Prieta, Son.	XERZ	Leon, Gto.
XEYZ	Agascalientes, Ags.	XEFM	Leon, Gto.
XEHA	C. Camargo, Chih.	XEDJ	Magdalena, Son.

Radio Cadena Nacional. S.A.

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XEBC	Ciudad Guzman, Jal.	XEO	Matamoros, Tamps.
XEJ	Ciudad Juarez, Chih.	XEMT	Matamoros, Tamps.
XEWG	Ciudad Juarez, Chih.	XEDS	Mazatlan, Sin.
XEF	Ciudad Juarez, Chih.	XEZ	Merida, Yuc.
XEAP	Ciudad Obregon, Son.	XEMH	Merida, Yuc.
XEWF	Cuautla, Mor.	XED	Mexicali, B. C.
XESA	Culiacan, Sin.	XEAA	Mexicali, B. C.
XEM	Chihuahua, Chih.	XET	Monterrey, N. L.
XEBW	Chihuahua, Chih.	XEAW	Monterrey, N. L.
XERA	Chihuahua, Chih.	XEAR	Monterrey, N. L.
XEJK	C. Delicias, Chih.	XEG	Monterrey, N. L.
XEDU	Durango, Dgo.	XEOK	Monterrey, N. L.
XEHL	Guadalajara, Jal.	XESF	Morelia, Mich.
XEHK	Guadalajara, Jal.	XEDF	Nuevo Laredo, Tamps.
XEJE	Guadalajara, Jal.	XEAS	Nuevo Laredo, Tamps.
XEAD	Guadalajara, Jal.	XERG	Nuevo Laredo, Tamps.
XEBA	Guadalajara, Jal.	XEAN	Ocotlan, Jal.
XEGJ	Guadalajara, Jal.	XEJS	Parral, Chih.
XEDL	Hermosillo, Son.	XEMJ	Piedras Negras, Coah.
XEHX	Huatabampo, Son.		
XECD	Puebla, Pue.	XEBG	Tijuana, B. C.
XEJX	Queretaro, Qro.	XEAU	Tijuana, B. C.
XEOR	Reynosa, Tamps.	XEXX	Tijuana, B. C.
XEGC	Sahuayo, Mich.	XESP	Tlaquepaque, Jal.
XEKS	Saltillo, Coah.	XETB	Torreon, Coah.
XEPO	San Luis Potosi, S. L. P.	XETF	Veracruz, Ver.
XECB	San Luis Rio Colorado, Son.	XERF	Villa Acuna, Coah.
XEAB	Santa Ana, Son.	XEXZ	Zacatecas, Zac.
XESB	Santa Barbara, Chih.	XEZM	Zamora, Mich.
XEFW	Tampico, Tamps.	XEGT	Zamora, Mich.
XETO	Tampico, Tamps.	XETA	Zitacuaro, Mich.
XEXT	Tepic, Nay.		

AFFILIATED STATIONS IN MEXICO CITY

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XEX	Mexico, D. F.	XEDA	Mexico, D. F.
XEB	Mexico, D. F.	XEBS	Mexico, D. F.
XELA	Mexico, D. F.	XERH	Mexico, D. F.
XEL	Mexico, D. F.	XEN	Mexico, D. F.
XEK	Mexico, D. F.	XEJP	Mexico, D. F.
XEA1	Mexico, D. F.	XEML	Mexico, D. F.
XEBZ	Mexico, D. F.	Radio Mil	Mexico, D. F.
XELZ	Mexico, D. F.	XERC	Mexico, D. F.
XEMX	Mexico, D. F.	XEQR	Mexico, D. F.
Radio 6.20	Mexico, D. F.	XEQB	Mexico, D. F.
Radio 590	Mexico, D. F.	XEQK	Mexico, D. F.
XESM	Mexico, D. F.		
XEMC	Mexico, D. F.		

Radio Programas de Mexico, S. A.

Head & General Offices: Bucareli 109

Phones:

Head Office: 35-13-73—12-72-34

General Offices: 36-29-01—12-65-44—13-91-14

P. O. Box 1324

Mexico City, Mexico

— P E R S O N N E L —

President & General Manager.....	Clemente Serna Martínez
Assistant Manager—Commercial.....	Antonio Eufracio Ontiveros
Assistant Manager—Accounting.....	Horacio Niño Medina
Executive.....	V. Mundz Ayarza
Executive.....	Victor Rivero
Assistant to Pres. & Gen. Mgr.....	Joaquin de la Garza
Advertising Department.....	Homero Rios D.

AFFILIATED STATIONS IN MEXICO

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XEBI	Aguascalientes, Ags.	XEBU	Chihuahua, Chih.
XEA	Campeche, Camp.	XEE	Durango, Dgo.
XEFQ	Cananea, Son.	XEBQ	Empalme, Son.
XENC	Celaya Gto.	XEPF	Ensenada, B. C.
XEJK	C. Delicias, Chih.	XEAV	Guadalajara, Jal.
XEP	C. Juarez, Chih.	XELW	Guadalajara, Jal.
XEOX	C. Obregon, Son.	XEMR	Monterrey, N. L.
XETR	C. Valles, S. L. P.	XEI	Morelia, Mich.
XEBJ	C. Victoria, Tamps.	XELQ	Morelia, Mich.
XEOM	Coatzacoalcos, Ver.	XETM	Naco, Son.
XERL	Colima, Col.	XEGL	Navajoa, Son.
XEAG	Cordoba, Ver.	XEHF	Nogales, Son.
XEJC	Cuernavaca, Mor.	XETX	N. Casas Grandes, Chih.
XEBL	Culiacan, Sin.	XEFE	Nuevo Laredo, Tamps.
XECQ	Culiacan, Sin.	XEAX	Oaxaca, Oax.
XEFI	Chihuahua, Chih.	XETQ	Orizaba, Ver.

Radio Programas de Mexico, S.A.

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XEPP	Orizaba, Ver.	XEQW	Merida, Yuc.
XEPK	Pachuca, Hgo.	XEFC	Merida, Yuc.
XEAT	Parral, Chih.	XECL	Mexicali, B. C.
XEMU	Piedras Negras, Coah.	XEDW	Minatitlan, Ver.
XEHR	Puebla, Pue.	XEMF	Monclova, Coah.
XENA	Queretaro, Qro.	XEFB	Monterrey, N. L.
XEJX	Queretaro, Qro.	XEGC	Sahuayo, Mich.
XERT	Reynosa Tamps.	XEDE	Saltillo, Coah.
XEMA	Fresnillo, Zac.	XESJ	Saltillo, Coah.
XEBX	Sabinas, Coah.	XECZ	San Luis Potosi, S. L. P.
XEWZ	Guanajuato, Gto.	XEBM	San Luis Potosi, S. L. P.
XEGS	Guasave, Sin.	XES	Tampico, Tamps.
XEDR	Guaymas, Son.	XESB	Santa Barbara, Chih.
XEHQ	Hermosillo, Son.	XETU	Tampico, Tamps.
XEBH	Hermosillo, Son.	XETS	Tapachula, Chias.
XEHT	Huamantla, Tlax.	XEWJ	Tehuacan, Pue.
XEKF	Iguasia, Gto.	XERK	Tepic, Nay.
XEBO	Irapuato, Gto.	XEC	Tijuana, B. C.
XEWE	Irapuato, Gto.	XECH	Toluca, Mex.
XEKL	Jalapa, Ver.	XEBP	Torreon, Coah.
XEJA	Jalapa, Ver.	XEDN	Torreon, Coah.
XELC	La Piedad, Mich.	XETL	Tuxpan, Ver.
XELG	Leon, Gto.	XEON	Tuxtla Gutierrez, Chis.
XERW	Leon, Gto.	XEUF	Uruapan, Mich.
XER	Linares, N. L.	XEHV	Veracruz, Ver.
XECF	Los Mochis, Sin.	XEU	Veracruz, Ver.
XEAM	Matamoros, Tamps.	XEDH	Villa Acuna, Coah.
XERJ	Mazatlan, Sin.	XELK	Zacatecas, Zac.
XETK	Mazatlan, Sin.		

STATIONS OF CUBA

<i>Location</i>	<i>Call Letters</i>	<i>Frequency (Kcs.)</i>	<i>Power (Kw.)</i>
Artemisa	CMAR	117025
Artemisa	CMAD	124025
Bayamo	CMKX	139025
Cabairien	CMHP	1250	0.25
Camaguey	CMJN	960	1.
Camaguey (Circuito CMQ)	CMJL	920	10.
Camaguey	CMJK	1150	0.5
Camaguey	CMJB	980	1.
Camaguey	CMJA	1060	0.25
Camaguey	CMJF	1340	1.
Camaguey	CMJR	1030	1.
Camaguey	CMJW	1440	0.25
Camaguey	CMJC	1270	1.0
Camajuani	CMHD	890	1.0
Camajuani	CMHF	104010
Cardenas	CMGE	1470	0.25
Cienfuegos	CMHJ	1350	0.25
Cienfuegos	CMHU	72025
Ciego de Avila	CMJD	1190	1.
Ciego de Avila	CMJY	760	1.
Ciego de Avila	CMJM	8405
Ciego de Avila	CMJH	137025
Ciego de Avila	CMJO	1470	0.25
Marianao	CMZ	1010	5.
Colon	CMGU	74025
Cruces, L. V.	CMHK	1210	0.25
Encrucijada	CMHE	109025
Florida	CMJI	1400	0.25
Guantanamo	CMKI	156025
Guantanamo	CMKA	125025
Guantanamo, Orte	CMKS	900	0.25
Guantanamo	CMKH	1300	0.25
Havana (Circuito CMQ)	CMQ	63025.
Havana	COCQ	8825	5.
Havana	CMCA	156025
Havana (Radio Reloj)	CMCB	1330	1.
Havana	CMCQ	142025

on

the

air



DEC-1950

• In mid-December, C. M. Q.'s million dollar Television plant started testing.

Commercial operations have been scheduled for January. C. M. Q., the leader in Cuban radio for 18 years, has the technical facilities and manpower to assure its many friends and clients a position of leadership in Television as well.

CHANNEL



CMQ TV

RADIOCENTRO HABANA

IN CUBA,

LET C. M. Q. SELL FOR YOU!

Exclusive Representatives:

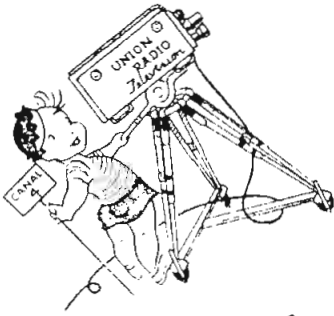
Melchor Guzmán Co., Inc.

45 Rockefeller Plaza New York, N. Y.



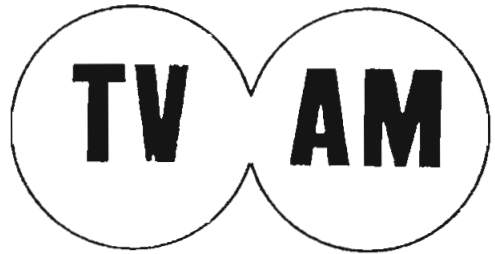
Stations of Cuba

<i>Location</i>	<i>Call Letters</i>	<i>Frequency (Kcs.)</i>	<i>Power (Kw.)</i>
Havana	CMBX	1390	0.25
Havana	CMCX	1060	10.
Havana	CMCO	1230	.25
Havana	CMBD	1520	0.25
Havana	CMCU	660	1.
Havana	CMCW	1290	0.25
Havana	CMBY	1120	.25
Havana	CMK	1190	.25
Havana	CMBL	860	15.
Havana	CMCI	1260	5.
Havana	CMOA	1360	.25
Holguin	CMKM	560	5.
Holguin	CMKV	600	1.
Holguin	CMKF	1050	0.25
Holguin (Circuito CMQ)	CKMJ	730	10.
Holguin	CMKO	1220	.25
Holguin	CMKD	970	1.
Jovellanos	CMGN	960	0.5
Jayama	CMJG	1000	1.
Havana	CMCH	790	10.
Havana	CMCM	790	0.25
LaMaya	CMKT	1520	.25
Matanzas	CMGW	1100	0.5
Matanzas	CMGF	1240	0.25
Matanzas	CMGL	1400	.25
Moron	CMJX	1230	.25
Nuevitás	CMJQ	1580	.25
Palma Soriano, Orte	CMKZ	1430	.25
Pinar del Río	CMAB	760	5.
Pinar del Río (Circuito CMQ)	CMAQ	920	1.0
Pinar del Río	CMAN	840	1.0
Pinar del Río	CMAW	800	0.25
Havana	CMCK	980	5.
Havana	CMBF	950	5.
Puerto Padre	CMKY	1350	10
Havana	CMBZ	330	5.
Havana	CMCY	590	15-D 25-D
Havana	CMBQ	1150	5.
Havana	CMBC	690	50.
Havana	CMCD	740	10.
Havana	CMW	550	2.5
Sagua La Grande	CMHA	1280	.25



UNION RADIO Television, s.a.

Habana, Cuba



First in Cuba
CHANNEL 4

NOW TELECASTING
9 HOURS DAILY

CUBA'S LARGEST RADIO NETWORK
COVERING THE ENTIRE ISLAND.
AN UNPARALLELED SELLING MEDIUM
FOR AMERICAN EXPORTERS.

HAVANA CMCF

IRVING LATER

U. S. REPRESENTATIVE

NEW YORK CITY

COLUMBUS 5-7637

65 WEST 54th ST.

Stations of Cuba

<i>Location</i>	<i>Call Letters</i>	<i>Frequency (Kcs.)</i>	<i>Power (Kw.)</i>
San Cristobal	CMAC	1030	0.25
Sancti Spiritus	CMHB	78025
Sancti Spiritus	CMHT	990	1.
Santa Clara	CMHI	570	10-D
	COHI	1450	5.0
Santa Clara (Circuito CMQ)	CMHQ	640	15.0
Santa Clara	CMHW	810	1.
	CMHN	960	1.
Santa Clara	CMHO	1310	1.
Santa Clara	CMHX	148025
Santa Clara	CMHM	1130	1.
Santiago de Cuba	CMKN	930	1.
Santiago de Cuba (Circuito CMQ)	CMKU	850	2.0
Santiago de Cuba	CMKW	800	1.0
Santiago de Cuba	CMKL	1000	0.25
Santiago de Cuba	CMKR	109025
Santiago de Cuba	CMKB	1170	1.
Santiago de Cuba	CMKC	770	1.0
San Luis, Oriente	CMKQ	1460	0.5
Havana	CMOX	149025
Havana	CMBS	1090	0.25
Havana	CMBG	1460	0.25
Victoria de las Tunas	CMKE	132025
Victoria de las Tunas	CMKG	149025
Santiago de Cuba	CMDA	650	1.

Television Stations of CUBA

UNION TELEVISION, S. A.

Mazon 52, Habana, Cuba

Cable: Unratel

Telephone: U-6056 — U-5323

OFFICIALS

Dr. Jose A. Mestre Caspar Pumarejo

U. S. REPRESENTATIVE

Irving Later Agency

Hotel Warwick, 54th St. and 6th Ave.

New York City — PLaza 9-6964

CIRCUITO CMQ, S. A.

Radiocentro, Habana, Cuba

Director General.....Goar Mestre

Director of News and Public Relations

Abel Mestre

General Sales Manager.....Arturo Chabau

Director of Personnel.....Rene Puig

Manager of TV Program Dept.

Ramiro Gomez Kemp

Manager of Advertising and Promotion

Miguel A. Martin

Manager of Film Procurement Dept.

Jenny Torres

U. S. REPRESENTATIVE

Melchor Guzman Company

45 Rockefeller Plaza

New York City — Circle 7-0624

ORGANIZATIONS

PERSONNEL — ADDRESSES — UNIONS

ASSOCIATIONS—RADIO-TV GROUPS

ACADEMY OF TELEVISION ARTS AND SCIENCES

6047 Hollywood Blvd., Hollywood 28, Calif
Hempstead 89-2

OFFICERS

President	Syd Cassidy
Vice-Pres	James Vandiver, KECA-TV
Vice-Pres	H. Leslie Hoffman
Secretary	Betty Mears, KTLA
Treasurer	Robert Packham, NBC
Corr. Secy.	Mark Finley, KTSL
Rec. Secy.	Richard Lane, KTLA
Secy. Treas.	Betty Van Werden
Director-at-large	Harlin Thompson, CBS-TV
Director-at-large	Mike Stokely
Director-at-large	Russell Furse, KECA-TV

BRANCH OFFICES

San Francisco Press Club, San Francisco 2, Philip Losky, Chapter President
Engineers Club, Washington, D. C. Frank McIntosh, Chapter President
c/o Mel Gold, 1600 Broadway, New York, N. Y. Mel Gold, Acting Chairman

FUNCTIONS

To hold forums for the 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 tele, and other matters. To hold and sponsor meetings for the dissemination of information pertaining to tele. To encourage research and accomplishment by presentation of awards.

ACTORS EQUITY ASSOCIATION

45 W 47 St., New York 19, N. Y.
Plaza 7-7660

OFFICERS

President	Clarence D. zwent
1st Vice-Pres.	John Kennedy
2nd Vice-Pres.	Cornelia Otis Skinner
3rd Vice-Pres.	Ralph Blumley
4th Vice-Pres.	Matt Briggs
Treasurer	Paul Dullzell
Recording Secretary	Basil Rathbone
Exec. Sec.	Louis M. Simon
Ass't Exec. Sec.	Angus Duncan
Ass't Exec. Sec.	Willard Swire
Admin. Asst. Sec.	Alfred Elting
Council	Rebecca Brownstein
Associate Council	George Reiss
Auditor	Charles Mesurac

COUNCIL

John Alexander, Edward Andrews, Edith Atwater, Sidney Blackmer, Philip Bourneuf, Thomas Cholmeris, Mady Christians, Edwin Clay, Clay Clement, Warren Colman, Philip Coolidge, Doris Dalton, Alfred Drake, John Efrai, Maurice Evans, Henry Fonda, Florida Friebus, Marjorie Gatenon, Margalo Gillmore, Alan Hewitt, Dennis King, Ben Kranz, Bert Lahr, Aline MacMahon, Raymond Massey, Myron McCormick, Edith Meiser, Eddie Nugent, Elliott Nugent, Philip Ober, Erin O'Brien-Moore, Winston O'Keefe, Frederick O'Neal, Robert Perry, William Prince, Barbara Robbins, Bill Ross, Gerald Savary, Jane Seymour, Jack Sheehan, Hiram Sherman, Loring Smith, Beatrice Straight, Richard Taber, William Tolman, William Tolman, Ann Thomas, Edna Thomas, Frank M. Thomas, Sr., David Wayne, Margaret Webster

THE ADVERTISING COUNCIL

25 West 45th Street, New York 19, N. Y.
LUxmburg 2-1520

Chairman	Samuel C. Gale
Vice-Chairman	Louis N. Brackway
Vice-Chairman	Lee H. Bristol
Vice-Chairman	Philip L. Graham
Secretary	Frederic R. Gombic
Treasurer	Paul B. West
President	Theodore S. Repplier
Vice-Pres.	Allan M. Wilson
Vice-Pres.	George P. Ludlum
Radio & Television Director	Gordon C. Kinney
Public Relations Director	Maxwell Fox

BRANCH OFFICES

1200 18th Street, N.W. Washington 6, D. C. T. S. Repplier, President
203 North Wabash Avenue, Chicago 1, Ill. L. S. Schwartz, Mid-West Representative.
1680 North Vine Street, Hollywood 28, Cal. R. C. Colson, West Coast Representative.

FUNCTIONS

A non profit organization representing all phases of advertising, dedicated to the uses of advertising in the public service

ADVERTISING FEDERATION OF AMERICA

330 W 42 St., New York 17, N. Y.
BRyant 9-0430

OFFICERS

President and General Manager	Elon G. Barton
Chairman of Board	Graham Patterson
Secretary	Grace M. Johnson
Treasurer	Ben R. Donaldson

FUNCTIONS

An organization of advertising clubs, national advertising groups and companies interested in advertising to:

- To help make advertising increasingly more effective
- To raise continually higher standards of advertising practice.
- To promote better public understanding of advertising
- To promote cooperative effort in advertising
- To encourage improvement in advertising education

ADVERTISING RESEARCH FOUNDATION

11 W 42 St., New York 18, N. Y.
LOngacre 3-5100

OFFICERS

Chairman	H. M. Warren
Vice Chairman	B. B. Geyer
Treasurer	Frederic R. Gombic
Secretary	Paul B. West
Managing Dir.	A. W. Lehman
Technical Dir.	D. B. Lucas

FUNCTIONS

Impartial and objective research to promote greater effectiveness in advertising and marketing for advertisers, agencies, and media. Continuing Studies of Newspaper Reading, Transportation Adv., Form Publications, Business Papers, Canadian Study of Transportation Adv., Canadian Study of General Magazines

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

420 Lexington Ave., New York 17, N. Y.
LExington 2-7980

Organizations

OFFICERS

Chairman of Bd. Fairfax M. Cone
 Vice-Chairman Louis N. Brockway
 Secy.-Treas. Ralph L. Wolfe
 President Frederic R. Gamble
 Vice-Pres. Richard L. Scheidker
 Vice-Pres. Richard Turnbull

FUNCTIONS

(1) To protect, strengthen and improve the advertising agency business; (2) To advance the cause of advertising as a whole; (3) To give service to its members. In carrying out these aims, the A.A.A.A. also participates in many joint enterprises. The Advertising Council, Inc. the Committee on Consumer Relations in Advertising, Inc., Broadcast Measurement Bureau, Advertising Research Foundation, Traffic Audit Bureau, etc.

AMERICAN COMMUNICATIONS ASSOCIATION (C. I. O.)

5 Beekman St., New York 7, N. Y.
 ORtlandt 7-1374

OFFICERS

President Joseph P. Selly
 Secy.-Treas. Joseph F. Kehoe
 Vice-President Broadcast Dept. William Bender
 Publicity Director Charles Silberman
 International Representative Jules Paris

BRANCH OFFICES

Eastern Branch, 420 Perry Bldg., Phila. 2, Penna.
 Phone: LO 4-1251. Mort Borrow, Chairman.
 Atlantic Branch, 5 Beekman St., N. Y. C. 7, N. Y.
 Phone: RE 2-9223. W. Bender, Chairman.

FUNCTIONS

Subsidiary of the C.I.O. Broadcast Dept. devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors. Have agreements with thirty-two stations in the East, including eight contracts in the Metropolitan area of New York City.

AMERICAN FEDERATION OF MUSICIANS

570 Lexington Ave., New York 22, N. Y.
 PLaza 8-0600

OFFICERS

Pres. James C. Petrillo
 Vice-Pres. C. L. Bagley
 Secretary Leo Cluesmann
 Treasurer Harry J. Steeper

EXECUTIVE COMMITTEE

J. W. Parks, Stanley Ballard, Herman D. Kenin,
 George V. Clancy, Walter M. Murdoch.

BRANCH OFFICES

570 Lexington Ave., New York 22, N. Y. Phone:
 Plaza 8-0600. James C. Petrillo, Pres.
 220 Mt. Pleasant Ave., Newark 4, N. Y. Phone
 Humboldt 2-8010. Leo Cluesmann, Sec.
 220 Mt. Pleasant Ave., Newark 4, N. J. Phone
 Humboldt 2-8010. Harry J. Steeper.

AMERICAN FEDERATION OF RADIO ARTISTS (AFRA)

15 W. 44 St., New York 18, N. Y.
 VAnderbilt 6-1810

NATIONAL OFFICERS

President Knox Manning
 Vice-President Alan Bunce
 Vice-President Jack Arthur
 Vice-President Frank Nelson
 Vice-President Pierre Paulin
 Recording Secretary Vinton Hayworth
 Treasurer Janet Baumhover
 National Executive Secretary 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.
 LOrgacre 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 Varnay
 5th Vice-President Thelma Votipka
 Treasurer Donald Dame
 Recording Sec. Elisabeth Hoepfel
 Executive Sec. Hyman R. Faine

BRANCH OFFICES

6636 Hollywood Boulevard, Los Angeles, Calif.
 Phone: Hudson 2-2334. I. B. Kornblum, Rep.
 216 Pine Street, San Francisco, Cal. Phone: SUTter
 1-0855. Theodore Hale, Rep.
 188 West Randolph Street, Chicago, Ill.

FUNCTIONS

A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artists of America. Its scope is nationwide, covering the United States and Canada, and its activities consist of protecting the interests and working conditions of its members in the above fields as well as the furthering and expansion of opera, concert and ballet institutions and performances throughout the United States and Canada.

AMERICAN MARKETING ASSOCIATION

920 So. Michigan Ave., Chicago, 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

33 Chapters in 33 American Cities.

FUNCTIONS

A non-profit organization dedicated to the advancement of science in marketing. Membership open to all persons actively engaged in the field of marketing.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

370 Lexington Ave., New York 17, N. Y.
 MUrray Hill 5-2000

OFFICERS

President Edwin S. Friendly
 Vice-Pres. Charles F. McCahill
 Secretary J. L. Stackhouse
 Treasurer W. L. Fanning
 General Manager Cranston Williams

BRANCH OFFICE

360 N. Michigan Ave., Chicago 1, Ill. Phone:
 Franklin 2-3746.
 George N. Dale Manager

FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (ASCAP)

575 Madison Ave., New York 21, N. Y.

President Otto A. Harbach
 Vice-President Saul H. Bourne
 Vice-President Oscar Hammerstein II
 Secretary George W. Meyer
 Treasurer Louis Bernstein
 Asst. Secretary A. Walter Kramer
 Assistant Treasurer 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, Donald Gray, Oscar Hammerstein II, Otto A. Harbach, Ray Henderson, John Tasker Howard, A. Walter Kramer, Edgar Leslie, George W. Meyer, Jack Mills, Abe Olman, J. J. Robbins, Lester Santly, Gustave Schirmer, Herman Starr, Deems Taylor.

BRANCH OFFICES

In all principal cities throughout the United States.

FUNCTIONS

ASCAP is a performing right society through which commercial users of music obtain clearance of the right to perform publicly for profit the copyrighted works of its members.

AMERICAN TELEVISION SOCIETY, INC.

270 Madison Ave., New York 16, N. Y.
Lexington 2-6094

President David Hale Halpern
Vice-Pres. Warren Caro
Secretary Barbara Jones
Treasurer Archibald U. Brounlet
Activities Coordinator Louella S. Laudin
Chairman of Publicity William Thomas

DIRECTORS

Holsey V. Borrett, Albert Deane, Richard Rawls, Henry White, Paul Alley, John Fox, Don McClure.

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 6-1379

OFFICERS

President William Kent
Vice-Presidents Nat Lefkowitz, Art Weems,
Sidney J. Page, Peter J. Ladic, Peg Logan
Secretary Harry A. Romm
Treasurer Howard Hausman
Asst. Secretary Ruth L. Simouson
Counsel Jack J. Katz

BRANCH OFFICE

203 N. Wabash Ave., Chicago 1, Ill. Phone: Central 6-1775. Sidney J. Page, 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. Tompkins
Vice-President Karl Bauer
Vice-President Earl B. Hall
Treasurer Charles A. Wall

BOARD OF DIRECTORS

Carl Hoverlin, President, BMI; William Hedges, National Broadcasting Co.; Sydney M. Kaye, Vice-President, BMI; Paul Morancy, Radio Station WTIC; J. Harold Ryan, Fort Industry Company; M. E. Tompkins, President, AMP.

ASSOC. OF CANADIAN ADVERTISERS, INC.

101 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. Hagay, 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. Venning, Sheriff'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. Galilee, Association of Canadian Advertisers, Inc., 85 Richmond St. W., Toronto, Ontario.

General Manager—Athol McQuarrie, Association of Canadian Advertisers, Inc., 85 Richmond St. W., Toronto, Ontario.

DIRECTORS

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.; 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, National Carbon Ltd., 805 Davenport Road, Toronto, Ontario; M. M. Schneckenburger, The House of Seagram, 1430 Peel Street, Montreal, Que.; R. C. Scrivenor, 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 36 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

ASSN. OF NATIONAL ADVERTISERS, INC.

285 Madison Ave., New York 17, N. Y.
OREgon 9-4940

OFFICERS

President Paul B. West
Vice-President Lowell McElroy
Vice-President Cy Norton
Secretary Peter W. Allport
Chairman of the Board Albert Brown
(The Best Foods, Inc.)
Vice-Chairman Wesley I. Nunn
(Standard Oil Co. Indiana)

FUNCTIONS

Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

ASSN. OF RADIO NEWS ANALYSTS

c/o Robert Trout, NBC, 30 Rockefeller Plaza, New York, N. Y.
CI 7-8300

OFFICERS

President Robert Trout
Chairman, Exec. Comm. H. V. Kaltenborn
Executive Comm. Cecil Brown, Charles
Collingwood, John Mac Vane
Vice-Presidents Edward R. Murrow, Bill Henry
Treasurer Thomas J. Hamilton
Ass't. Treas. Quincy Howe
Secretary George Hamilton Combs
Ass't. Sec. John Daly

BRANCH OFFICE

2480 16 St. NW., Washington, D. C. Decatur 1422.
Bill Henry, Vice-Pres.

FUNCTIONS

The Association of Radio News Analysts, desires to maintain the independence and prestige of the profession and to improve the standards of analytical broadcasting and to protect the best interests of the public and the industry.

**THE AUTHORS GUILD OF THE
AUTHORS LEAGUE OF AMERICA,
INC.**

6 E. 39 St., New York 16, N. Y.
Murray Hill 9-4950
President Helen Hull
Vice-Pres. John T. Winterich
Secretary Merle Miller
Exec. Sec. A. M. Pitcher, Jr.
Sec. to Council..... Luise M. Silcox

COUNCIL

Martha Albrand, Agnes Rogers Allen, Cleveland Amory, Margaret Culkin Banning, Betsy Barton, Jacques Barzun, Lionel Day, Irmengarde Eberle, John Cheever, Henry Pratt Fairchild, Gilbert W. Gabriel, Paul Gallico, John Gunther, John Hersey, Elizabeth Janeway, E. J. Kahn, Jr., Robert I. Landry, Joan Kahn, William J. Lederer, Richard Lockridge, Phyllis McGinley, Merle Miller, Maude Parker, Budd Shulberg, Van Siller, Grace Zaring Stone, Rex Stout, Jerome Weidman, William Shirer, Glenway Westcott.

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
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 G. Luker
Program Director Sam J. State
Program Assistant Lillian Lang
Program Assistant Marian Moss
Chief Engineer Arthur S. Toby

BRANCH OFFICES

United Nations, Lake Success, N. Y., Phone: Fieldstone, 7-1100, Bernard Moore, U. N. Correspondent.
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 interrelated but separate operations. The first, Eastbound operations, are concerned with the interpretation of the American scene to British audiences. The other, Westbound operations, are concerned with making available to independent radio stations and networks regular and specially requested programs broadcast from England in BBC's North American Service.

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 Slatter, 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 Champagne, Editor-in-Chief; Marcel Fortier, Liaison; Mireille Fortier, Secretary

FUNCTIONS

BMI Canada Limited was organized to encourage and publish original music, to coordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated composers, publishers and performing rights societies and to provide equal opportunity of recognition for all writers and composers.

BROADCAST MUSIC, INC. (BMI)

580 Fifth Ave., New York 19, N. Y.
PLaza 7-1800

OFFICERS

President Carl Haverlin
Vice-President—General Counsel Sydney M. Kaye
Vice-Pres. in charge of Finance & Treasurer Charles A. Wall
Vice-Pres. in charge of Publisher Relations Robert J. Burton
Vice-Pres. in charge 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. Morency, WTIC, Hartford, Conn.; J. Leonard Reinsh, WSB, Atlanta; J. Harold Ryan, Fort Industry Co., Toledo, Ohio; James E. Wallen, Mutual Broadcasting System, N. Y.

STATION RELATIONS

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.; Professional 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. SYNCHRONIZATION Mgr. Eddie Janis.

FUNCTIONS

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

**THE BUREAU OF BROADCAST
MEASUREMENT**

701 Federal Building, 85 Richmond Street West, Toronto 1, Ontario, Canada
Adelaide 8046-7-8

President. L. E. Phenner, Canadian Cellucotton Products Co., Limited, Toronto.

Vice-President: H. N. Stovin, Horace N. Stovin & Company, Toronto, Ont.

Secretary-Treasurer: Athol McQuarrie, Association of Canadian Advertisers, Inc., Toronto.

DIRECTORS

W. T. Cranston, Radio Station CKOC, Hamilton, Ont.; E. A. Weir, Canadian Broadcasting Corporation, Toronto; E. Douglas Cooper, Imperial Oil Ltd. Toronto, Ont.; C. R. Vint, Colgate-Palmolive-Peet Co., Limited, Ont.; G. Frank Mills, Spitzer & Mills Limited, Toronto, Ont.; Stuart B. Smith, James Lavick & Co., 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 of the listening habits of the public.

To prepare reports, charts and other forms of publicity based on surveys and statistical and other data assembled as aforesaid.

To print, publish and distribute to members the reports, charts and other forms of publicity prepared as aforesaid.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa, Ont.
3-4036

Chairman of the Board
President
Manager
Secretary-Treasurer
Dir. Adv. & Station Services
General Counsel

William M. Guild
Malcolm Neill
T. J. Allard
T. Arthur Evans
Patrick Freeman
Joseph Sedgwick, K.C.

DIRECTORS

E. Finlay MacDonald, Halifax, Malcolm Neill, Fredericton, Phil Lalonde, Montreal, Dr. Charles Haude, New Carlisle, P.Q.; Harry Sedgwick, Toronto; K. D. Soble, Hamilton; W. B. C. Burgoyne, St. Catharines, Ont.; E. A. Rowlinson, Prince Albert, Sask.; W. M. Guild, Lethbridge, Alta; F. H. Elphicke, Vancouver; William Rea Jr., New Westminster, B. C.

BRANCH OFFICE

37 Bloor St., West, Toronto, Ont. Phone: PR 3729

FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade organization of 98 privately owned (independent) broadcasting stations in Canada.

CATHOLIC ACTORS GUILD OF AMERICA, INC.

Hotel Astor, New York 19, N. Y.
Circle 6-5566

OFFICERS

President Gene Buck
1st Vice-Pres Pat O'Brien
2nd Vice-Pres. Jay Jestyn
Recording Secretary Ed Begley
Historian Tess Sheehan
Executive Secretary George Buck
Chairman of Executive Board Frank McNellis
Chaplain Rev. Gustav de Leon
Treasurer Rev. Francis M. Costello

FUNCTIONS

Social and benevolent organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. In particular, every effort is made to assure members of the organization of care and attention in the case of illness, hospitalization, burial whenever the need arises.

CATHOLIC WRITERS GUILD OF AMERICA, INC.

128 W. 71 St., New York 23, N. Y.
ENdicott 2-0412

OFFICERS

Spiritual Director Rev. John B. Kelly
President Charles N. Hackelmann
Vice-Pres. Richard Reid
Vice-Pres. Joseph A. Duffy
Executive Secretary Eleanor M. Tucker

FUNCTIONS AND ACTIVITIES

A national organization of writers and persons interested in literary work. To promote the interest of writers, and to take cognizance of and make appropriate record of notable achievements in the literary world. To give to the press, screen, stage and radio the Catholic mind on Church issues.

COMPOSERS, AUTHORS AND PUBLISHERS ASSN. OF CANADA, LTD.

132 St. George St., Toronto 5, Ont., Canada
Phone: M. 8457

405 Keefer Bldg., 1440 St. Catherine St. West, Montreal, Que. Phone: HA-4472. R. M. Miller, branch manager

OFFICERS

President Sir Ernest MacMillan, B.A., Mus. D. (Oxon.), Hon. R.A.M., F.R.C.M., F.R.C.O.
General Manager William S. Law
Manager, Licensing Dept. C. R. Matheson
Manager, Distribution Dept. Ruth Passey
Comptroller J. K. Bailey

DIRECTORS

Harold W. Cluff, C. C. Devereux, John Murray Gibbon, John Clarke, H. T. Jameson, Mart Kenney, Sir Ernest MacMillan, Holmes Maddock, Richard F. Murray, Gardan 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 Moss Hart
Vice-Pres. George S. Kaufman
Secretary Dorothy Fields
Exec. Sec Mills Ten Eyck, Jr.

FUNCTIONS

The national business organization of dramatists

FEDERAL COMMUNICATIONS BAR ASSOCIATION

Moyflower Office Bldg., Washington, D. C.
NA-0032

OFFICERS

President William A. Porter
1st Vice-President Arthur W. Scharfield
2nd Vice-President Fred W. Albertson
Secretary R. Russell Eagan
Treasurer Quayle B. Smith

EXECUTIVE COMMITTEE

Omar L. Crook, Corwin R. Lockwood, Jr., Ralph L. Walker, Vernon L. Wilkinson, John T. Quisenberry, Joseph F. Zias

Delegate to American Bar Association Neville Miller

FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a quarterly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

FEDERAL RADIO EDUCATION COMMITTEE (FREC)

Federal Security Bldg., Room 3646, Washington 25, D. C.
Executive 6300, Extension 2897.

OFFICERS

Chairman.....Earl J. McGrath
Secretary-Editor.....Gertrude G. Braderick

EXECUTIVE COMMITTEE MEMBERS

Earl J. McGrath, U. S. Commissioner of Education, Chairman
Edwin H. Armstrong, FM Inventor and Professor of Electrical Engineering, Columbia University
Franklin Dunham, Chief, Radio Services, U. S. Office of Education, representing Assn. of Education by Radio
William C. Eddy, Director of Television, Station WBKB, Chicago
John Elmer, President, Baltimore Broadcasting Corporation
Sterling W. Fischer, 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
Leon Levine, Director, Discussion Broadcasts (CBS)
Harold B. McCarty, Director, Station WHA, University of Wisconsin, representing National Association of Educational Broadcasters
Bruce E. Mahan, Dean of Extension, State University of Iowa, representing National University Extension Association
Justin Miller, President, National Association of Broadcasters
Robert Saudek, Vice-President in Charge of Public Affairs, American Broadcasting Company
Mrs. Nathan Straus, Director of Educational Programs, Station, WMCA, New York City
Levering Tyson, President, Muhlenberg College

FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation of that time that the broadcaster, on one hand, and the educator, on the other, combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Some two dozen printed publications are described in a free folder entitled, "What the FREC Offers You." Most of them are sold at 25 cents per copy. The monthly FREC Service Bulletin, a four-page publication giving news of current educational radio programs, sources of program material and other information of interest to teachers and broadcasters, is available free on request. Other free publications include a monthly list of Selected Programs for Student Listening and a Directory of College Radio Courses.

FEDERAL TRADE COMMISSION

Pennsylvania Ave., at 6th St., N.W., Washington 25, D. C.
Executive 6800

PERSONNEL

Chairman.....James M. Mead
Commissioner.....William A. Ayres
Commissioner.....Lowell B. Mason
Commissioner.....John Carson
Commissioner.....(vacancy)
Secretary.....D. C. Daniel
General Counsel.....Wm. T. Kelley
Director, Bureau of Antimonopoly.....Joseph E. Sheehy

Dir., Bu. of Antideceptive Practices.....Richard P. Whiteley
Dir., Bu. of Industrial Economics.....Corwin D. Edwards
Dir., Bu. of Industry Cooperation.....James M. Horton
Dir. of Trial Examiners.....Everett F. Haycraft
Dir., Bu. of Administration.....D. C. Daniel

BRANCH OFFICES

Room 501, 45 Broadway, New York 6, N. Y. Rolf H. Kielland, Atty. in charge.
1118 New Post Office Bldg., Chicago 7, Ill. John H. Bass, Atty. in charge
133 Federal Office Bldg., San Francisco 2, Calif. Clarence T. Sadler, Atty. in charge.
447 Federal Office Bldg., Seattle 4, Wash. Walter W. Harris, Atty. in charge.
1031 Federal Office Bldg., New Orleans 12, La. William B. Lott, Atty. in charge.

FUNCTIONS

In general, the duties of the Commission are (1) to promote free and fair competition in interstate trade in the interest of the public through prevention of price-fixing agreements or combinations, boycotts, injurious price and other unlawful discriminations, and other practices which are in restraint of trade or which otherwise constitute unfair methods of competition or unfair or deceptive acts or practices; (2) to safeguard life and health of the consuming public by preventing the dissemination of false advertisements of food, drugs, devices and cosmetics which may be injurious to health; (3) to apply to the Commissioner of Patents for cancellation of the registration of trade-marks which are in violation of the provisions of the Lanham Trade-Mark Act; and (4) to conduct investigations of economic conditions in interstate and foreign commerce upon its own initiative, upon the direction of the President or the Congress, or upon application of the Attorney General.

THE FRENCH BROADCASTING SYSTEM (RADIODIFFUSION FRANCAISE) IN NORTH AMERICA

934 Fifth Ave., New York 21, N. Y.
Regent 4-1501

Director.....Pierre Crenesse
Ass't. Dir.....Alice Lewitn
Manager.....Susan Weltman
Public Relations.....Shelley Dobbins
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 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 East 56th Street, New York 22, N. Y.
PLaza 8-2675

Chairman.....Richard W. Hubbell

BRANCH OFFICES

Maintains associates in Hollywood, London, Paris.

FUNCTIONS

Television, motion picture, and radio consultants. Planning, construction, and operation of TV stations. Efficiency studies. FCC applications. Handles problems of management, program production and syndication, engineering. 1948-50 clients included investment groups here and abroad, law firms, film and TV producers, manufacturers of TV equipment, newspapers, real estate companies, and 28 TV and AM stations.

INSTITUTE FOR EDUCATION BY RADIO

Ohio State Univ., Columbus 10, O.
UN. 3148 Ext. 280

OFFICERS

Honorary Dir. W. W. Charters
 Director J. Keith Tyler
 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 East 79th St., New York 21, N. Y.
 REgent 7-9600

OFFICERS

President I. S. Coggeshall
 Vice-President Prof. Jorgen Rvbner
 Treasurer Dr. W. R. G. Baker
 Secretary Haraden Pratt
 Editor Dr. A. N. Goldsmith

DIRECTORS

W. L. Everitt, D. G. Fink, W. R. Hewlett, J. W. McRae, E. R. Piore, D. B. Sinclair, H. J. Reich, H. F. Dart, Ferdinand Hamburger, Jr., P. L. Hoover, W. H. Doherty, G. R. Town, J. A. Stratton, John D. Reid, W. M. Rust, Jr., A. V. Eastman, A. B. Oxley, S. L. Bailey, Raymond F. Guy

INTER-AMERICAN ASSOCIATION OF BROADCASTERS (AIR)

Montevideo, Uruguay

OFFICERS

President Goar Mestre
 Vice-Pres. Emilio Azcarraga
 Secretary Encos Machado de Assis
 Directors Lorenzo Balerio Sicco and Gilmore N. Nunn

Director of Permanent Office: Justino Jiménez de Aréchaga.

FUNCTIONS

AIR is an association made up of all the national associations of Broadcasters, from Canada to South (except Argentina), to protect private broadcasters specially from Government encroachment.

The postal address of the Permanent Office is "Asociacion" Interamericana de Radiodifusion Calle Uruguay, 1218 Montevideo—URUGUAY.

INTERCOLLEGIATE BROADCASTING SYSTEM

2808 Erie St., Washington 20, D. C.
 Victor 7210

706 Sanders Ave., Schenectady 2, N. Y.
 Schenectady 3-6028

OFFICERS

Chairman: George Abraham, 2808 Erie Street S.E., Washington 20, D. C.; Operations Manager David W. Borst, 706 Sanders Avenue, Schenectady 2, New York; Engineering Director: Herbert B. Borlow, 1725 New Hampshire Avenue, N.W., Washington 9, D. C. Station Relations Manager: James R. Wylie, Wesleyan Station, Middletown, Conn.; Program Manager: Howard C. Hansen, MacMurray College, Jacksonville, Ill.; Business Manager: George I. Mckelvey, Todd Union, University of Rochester, Rochester 3, New York; Public Relations Director: E. E. Roberts, IBS Public Relations Office, Bethany, W. Va.; Sales Manager: Richard Eyman, 78 Park Street, Canton, New York.

REGIONAL DIRECTORS

Region 1—New England, Robert W. Bacon, Trinity College at Hartford, Connecticut. Region 2—New York State, Eugene Warner, Rensselaer Polytechnic Institute at Troy, New York. Region 3—Middle Atlantic, Lorin Zissman, Temple University at Philadelphia. Region 4—Capital, Fletcher Tarr, Washington Missionary College at Takoma Park, Washington, D. C. Region 5—Southern, Clayton Corzatte, University of Alabama, at University, Alabama. Region 6, Great Lakes, Jo Vernetzy, Miami University, at Oxford, Ohio. Region 7—Midwestern, Jean McConohay, Mac-

Murray College at Jacksonville, Illinois. Region 8—Southwestern, Richard Post, Southern Methodist University at Dallas, Texas. Region 9—Rocky Mountain, Pat Phillips, University of Denver at Denver, Colorado. Region 10—Western, John Witherspoon, College of the Pacific at Stockton, California.

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 an affiliate of the American Federation of Labor. It admits to membership radio broadcast technicians and engineers in radio and television stations. It has 73 local unions chartered for broadcast employees in the United States and 5 such local unions in Canada

ROBERT S. KELLER, INC.

72 Barrow St., New York 14, N. Y.
 WATKINS 4-6599

OFFICERS

President Bob Keller
 Vice-Pres. R. J. Anderson
 Treasurer E. Benjamin Wright

FUNCTIONS

Promotional representation for radio stations; supplements network and spot salesmen by preparing and delivering station and market data direct to agency buyers and advertising managers; handles press and public relations, ad copy and promotion literature, makes weekly report to stations on notional advertising activity.

THE LAMBS

130 W. 44 St., New York 18, N. Y.
 LUXemburg 2-1515

OFFICERS

Shepherd Bert Lytell
 Bay Walter N. Grezai
 Corresponding Secretary Bobby Clark
 Recording Secretary Jack Whiting
 Treasurer James E. Meighan
 Librarian Harold G. Hoffman

DIRECTORS

Bruce Evans, Russ Brown, Earl Benham, John McManus, Joseph S. Buhler, William P. Adams, John Alexander, Emil Friedlander, Averell Harris, Arthur Vinton, Lep Salomon, Edward H. Ford, S. E. Rogers, H. Pierson Moses, Robert Griffith, Len Doyle.

LIFE DIRECTORS EX-SHEPHERDS: R. H. Burnside, William Gaxton, Fred Waring, John Golden.

MANAGER: Louis Cline

FUNCTIONS

The object of this club shall be the promotion of social intercourse among persons, engaged professionally in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship, and the fine arts who shall be in need of financial aid or assistance, to be disbursed in the discretion of the Council of the Club.

LOWELL INSTITUTE COOPERATIVE BROADCASTING COUNCIL

28 Newbury St., Boston 16, Mass.
 KENmore 6-6522

OFFICERS

Trustee Ralph Lowell
 Director Parker Wheatley
 Senior Producer Richard Erstein
 Adm. Ass't. Lawrence Creshkoff

Organizations

Producer-Writer..... R. Jarrett Tangney
 Producer-Writer..... Jack D. Summerfield
 Producer-Writer..... Maureen M. Masher

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. Schlaugh; 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.

MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.

45 Rockefeller Plaza, New York 20, N. Y.
 Circle 6-3048

OFFICERS

Chairman of the Board..... Walter G. Douglas
 President..... Lester Santly
 Vice-President..... Jack Mills
 Secretary..... J. J. Bregman
 Treasurer..... Abe Olman
 Agent and Trustee..... Harry Fox

NATIONAL ASSOCIATION OF BROADCASTERS

(For Complete Listing See NAB Section—Page 240)

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: DELaware 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.

CORRESPONDING OFFICES

Washington, D. C.; Albuquerque, N. M.; Atlanta, Ga.; Boston, Mass.; Cincinnati, O.; Cleveland, O.; Dallas, Tex.; Denver, Colo.; Detroit, Mich.; Fort Wayne, Ind. Indianapolis, Ind.; Kansas City, Mo.; Louisville, Ky.; Miami, Fla.; Minneapolis-St. Paul, Minn.; New Orleans, La.; Omaha, Neb.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; Racine, Wis.; Raleigh-Durham, N. C.; Rochester, N. Y.; Salt Lake City, Utah; Schenectady, N. Y.; Seattle, Wash.; St. Louis, Mo.

FUNCTIONS

"NABUG" is the National Association of Broadcast Unions and Guilds in the radio and television industry, organized on behalf of their respective memberships for the solution of parallel problems and the working together of the unions and guilds in those directions — cultural, legislative, economic — where 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
 Treasurer..... Dan Voorhees
 General Counsel..... Alfred Rice

BOARD OF DIRECTORS

Fred Allen, Connee Boswell, Noel Coward, Richard Crooks, Bing Crosby, Meyer Davis, Duke Ellington, Mary Garden, Benny Goodman, Jascha Heifetz, Lewis James, Andre Kostelanetz, Arthur W. Levy, Guy Lombardo, Ray Noble, Walter O'Keefe, Irra Petina, Dick Powell, Fritz Reiner, Fabien Sevitzky, Nathaniel Shilkret, 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 NEWS DIRECTORS

WOW-TV, 35th & Farnam, Omaha 3, Nebraska

OFFICERS

President, Ben Chatfield, WMAZ, Macon, Ga.; 1st Vice-Pres., Jim Bormann, WMT, Cedar Rapids, Iowa; 2nd Vice-Pres., Tom Eaton, WTIC, Hartford, Conn.; Executive Sec., Soren Munkhot, WOW-TV, Omaha, Neb.; Treasurer, Sheldon Peterson, KLZ, Denver, Colo.; Editor NARND Bulletin, Art Barnes, University of Iowa, Iowa City, Iowa.

FUNCTIONS

Annual convention usually in November; Chicago in 1951. Publication monthly Bulletin for members; basic NARND purpose to advance radio and television as news media.

THE MUSIC PUBLISHERS CONTACT EMPLOYEES (A. F. of L.)

1270 Sixth Ave., New York 20, N. Y.
 Columbus 5-7362

OFFICERS

President..... Robert Miller
 Vice-President..... Joseph Santly
 Treasurer..... Charles Lang
 Members Exec. Bd..... Leo Diston, Bob Baumgart, Harry Santly, Sam Smith, Mack Clark, Mickey Garlock
 Exec. Secty..... Robert Miller

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
 Regional Director..... Morton Schafer
 8360 W. First St., Los Angeles, Calif.
 Regional Director..... Al Comparte
 36 East Fifth Street, Cincinnati, Ohio
 Regional Director..... Danny Engel

FUNCTIONS

Labor Union.

NATIONAL ASSOCIATION OF RADIO STATION REPRESENTATIVES, INC.

101 Park Avenue, New York 17, N. Y.
 MUrray Hill 5-4141

OFFICERS

President..... Lewis H. Avery
 Vice-President..... Richard Buckley
 Treasurer..... Joseph Timlin
 Secretary..... James LeBaron
 Trustees..... Eugene Katz, Joseph Weed, Russell Woodward
 Managing Director..... T. F. Flanagan

MEMBERS

Avery-Knodel, Inc., John Blair & Company, Blair TV, Inc., The Bolling Company, Inc., The Branham Company, Everett-McKinney, Inc., Free & Peters, Inc., Headley-Reed Company, George P. Hollingberry Co., The Katz Agency, Inc., Robert Meeker Associates, Inc., Edward Petry & Co., Inc., RA-TEL Representatives, Inc., Paul H. Raymer Co., Inc., Weed & Company, Adam J. Young, Jr., Inc.

FUNCTIONS

To develop the use and increase the sale of Spot Radio.

NATIONAL BETTER BUSINESS BUREAU, INC.

405 Lexington Ave., New York 17, N. Y.
Murray Hill 6-3535

OFFICERS
 President R. P. Clayberger
 Vice-Pres. Warren Agry
 Secretary Harry Dwight Smith
 Treasurer John L. Anderson
 General Manager Edward L. Greene

FUNCTIONS
 This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperates with law enforcement agencies in this work.

NATIONAL SOCIETY OF TELEVISION PRODUCERS, INC.

654 Madison Ave., New York 21, N. Y.
TEmpleton 8-7025

OFFICERS
 President Irvin Paul Sulds
 Vice-President Charles Basch
 Secretary Arthur Erlich
 Treasurer Jack Levine

DIRECTORS
 Walter Armitage, Martin Gasch, Judy Dupuy,
 Richard Jordan, Oliver Nicoll, Sandy Howard, West
 Haaker.

COUNSEL
 James L. Fly
BRANCH OFFICE
 7063 Sunset Blvd., Hollywood 28, Calif.
 Granite 6930

OFFICERS
 President J. Paul Sulds
 1st Vice-Pres. Mike Stokey
 2nd Vice-Pres. Bob Oakley
 Secretary Gladys Rubens
 Treasurer Maltese Black

BOARD OF DIRECTORS
 Mal Boyd, Michael Stokey, Gladys Rubens, Maltese
 Black, Syd Cassyd, Al Burton, Bob Clampett, Mort
 Singer
 Legal Counsel Max Gilford

FUNCTIONS
 The National Society of Television Producers (NSTP) is an industry association comprised of manufacturers or producers of live, filmed, or iconoscope recorded tele programs. Membership in NSTP is open to all such independent producers or production firms provided they are not a part of, or associated with, an advertising, agency, tele. network, or local tele. station

NATIONAL TELEVISION FILM COUNCIL

1501 Broadway, New York, N. Y.
LO 4-8234

OFFICERS
 President Andrew Jaeger
 Vice-President Paul White
 Secretary Connie Lazar
 Treasurer Ed Evans

BOARD OF DIRECTORS
 Mel Gold, Chairman of the Board; Sally Perle,
 Public Relations Counsellor, Robert Paskow, WATV,
 Newark, William Holland, Hyperion Productions; Ed
 Corroll, WABD, Dumont Transcription, Joseph Seiden,
 Cinemo Service; Elaine Phillips, WSPD, Toledo, O.;
 Helen Buck, WCAU, Philadelphia, Jack Kopfstein,
 Atlantic Television; Eugene Scharin, Ambassador
 Films, Waldo Mayo, Mayo Productions

NATIONAL VARIETY ARTISTS, INC.

226 W. 47 St., New York 19, N. Y.
Columbus 5-0956

OFFICERS
 Honorary President George Jessel
 President Louis Handin
 First Vice-Pres. Jack O'Brien
 Second Vice-Pres. Harry Jackson

Treasurer Lester Rose
 Secretary Dorothy A. Masters

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

Box 359, Lima Ohio

OFFICERS
 President Carl George
 Vice-Pres. Robert Fahlman
 Sec'y-Treas. J. Robert Kerns

FUNCTIONS
 Trade organization. The purpose to be of mutual benefit in all matters pertaining to radio in Ohio.

PENNSYLVANIA ASSOCIATION OF BROADCASTERS

31 North Second Street Harrisburg Penna.
4-0191

Pres Victor C. Dichm, WAZL
Vice-Pres John S. Booth, WCHA
Secretary David J. Bennett, Jr. WKBO
Treasurer George E. Joy, WRAC
Immediate Past Pres. Frank R. Smith, WBVP

DIRECTORS
 Roger W. Clipp, WFIL; Charles E. Denny, WERC;
 George D. Coleman, WGBI; C. G. Mass; J. F. Murray,
 KQV; T. W. Metzger, WMRF.

FUNCTIONS
 To promote closer cooperation and understanding among the members; To promote customs and practices which will be for the best interests of the public and the radio industry.

PROFESSIONAL MUSIC MEN, INC.

1270 Sixth Ave., New York 20, N. Y.
Columbia 5-7362

OFFICERS
 President Rocco Vacca
 First Vice-President Joseph Santly
 Second Vice-President Charles Warren
 Third Vice-President Phil Kornheiser
 Treasurer Irving Tanz
 Financial Secretary Michael L. Schloss
 Recording Secretary Louis E. Schwartz
 Sergeant-at-Arms David W. Kent
 Executive Director Bob Miller

BRANCH OFFICES
 54 W. Randolph St., Chicago, Ill
 Regional Director Martin Schaefer
 8360 W. First St., Los Angeles, Calif.
 Regional Director Al Comporte
 36 E. 5th St., Cincinnati, O
 Regional Director Donny Engel

FUNCTIONS
 Charitable and Benevolent Organization.

PROTESTANT RADIO COMMISSION

297 Fourth Ave., New York 10, N. Y.
GRomercy 5-3475

OFFICERS
 Chairman Paul C. Payne
 Vice-Chairman Truman B. Douglas
 Director Everett C. Parker
 Dr. of Prod. Albert Crews
 Special Programs Wesley B. Goodman
 Special Events Harold J. Quigley
 Business Manager Arthur W. Rhinow

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 NEW YORK

President's Office, Room 287, 30 Rockefeller Plaza
Circle 7-5700

Organizations

OFFICERS

President	Robert Saudek
(American Broadcasting Co.)	
Vice-Pres.	Ralph N. Weil
(WOV, New York)	
Secretary	Claude Barrere,
(Program Representative)	
Treasurer	John W. Brooke
(Free & Peters, 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 on alternate Thursdays from October through May, at luncheons, Waldorf-Astoria, New York City.

RADIO GUILD, LOCAL No. 50,

UOPWA—C.I.O.

13 Astor Place, New York 3, N. Y.
ORegon 3-5120

President	Melvin Gordon
Vice-Pres.	Richard H. Dade, Jr.
Vice-Pres.	Herman Cawen
Secy.-Treas.	Nelda Scudder

FUNCTIONS

A trade union representing white collar and professional workers in the radio industry.

RADIO-TELEVISION

MANUFACTURERS ASSOCIATION

1317 F St., N.W., Washington 4, D. C.
National 4901

OFFICERS

Chmn. of Bd., Pres.	Robert C. Sprague
(Sprague Electric Co.)	
Treasurer	Leslie F. Muter
(The Muter Co.)	
General Counsel	John W. Van Allen
Vice-Presidents	Glenn W. Thompson, Noblitt Sparks Industries, Inc.; Max F. Balcolm, Sylvania Elec. Prod., Inc.; W. J. Barkley, Collins Radio Co.; Raymond G. Zender, Lenz Elec. Mfg. Co.; Arie Liberman, Talk-A-Phone Co.

HEADQUARTERS STAFF

Information Dir., Staff Asst., Parts Divn.	John K. Koepf
Chief of Publications	Peter H. Cousins
Staff Asst., Transmitter Divn.	Ralph M. Haarlander
Office Manager	Anna M. Chase
(See Complete Listing Equipment Section)	

RADIO MANUFACTURERS

ASSOCIATION OF CANADA

Room 301, 159 Bay St., Toronto 1, Ontario, Canada
AD. 1531

OFFICERS

President	R. A. Hackbusch
Vice-President	A. B. Hunt
Executive Secretary	S. D. Brownlee
Chairman, Parts and Accessory Division ..	L. M. Price
Chairman, Receiver Division	R. A. Hackbusch
Chairman, Transmitter Division	S. G. Paterson
Chairman, Engineering Committee	F. H. R. Pounsett
Chairman, Transmitter Engineering Committee ..	C. G. Lloyd
Chairman, Service Committee	M. E. Nylin

FUNCTIONS

This Association is a non-profit and co-operative organization founded in 1926 to promote the interests of the radio manufacturing industry in Canada.

THE RADIO PIONEERS CLUB

580 Fifth Ave., New York 19, N. Y.
Plaza 7-1800

Founder	H. V. Kaltenborn
Honorary Presidents	David Samoff, Lee de Forest
President	Frank E. Mullen
First Vice-Pres.	Orestes H. Caldwell
Second Vice-Pres.	Arthur B. Church
V.-P. & Secty.	Paul W. Morency
V.-P. & Treas.	Carl Haverlin
Vice-Presidents	Martin Campbell, Jack 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

Chief	Franklin Dunham
Radio Education Specialist	Gertrude C. Broderic 1/2

FUNCTIONS

The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

RADIO AND TELEVISION

DIRECTORS GUILD (A. F. of L.)

114 East 52 Street, New York 22, N. Y.
Plaza 3-4300, Ext. 214

OFFICERS

International President	Dick Mack
First Vice-Pres.	Oliver W. Nicoll
Second Vice-Pres.	Arthur Hanna
Third Vice-President	Hal Miller
Secretary	Charles Powers
Treasurer	Lester O'Keefe

NATIONAL BOARD

Ted Corday, New York; Alan M. Fishburn, Chicago; Paul Franklin, Hollywood; Arthur Hanna, New York; Gordon T. Hughes, Hollywood; Anton M. Leader, Hollywood; Sherman A. MacGregor, New York; Dick Mack, Hollywood; Helen Mack Hollywood; Hal Miller, Chicago; Ralph Nelson, New York; Oliver W. Nicoll, New York; Lester O'Keefe, New York; Charles Powers, New York; Ernest D. Ricco, New York; Robert Lewis Shayan, New York; and George J. Zachary, New York

Notional Executive Director

LOCALS

New York Local—114 East 52 Street, New York City 22, PLaza 9-0875. President, Ralph Nelson.

Hollywood Local—1655 North Cherokee Avenue, Hollywood 28, California, GRAnite 5866. President, Gordon T. Hughes.

Chicago Local—1351 North State Street, Chicago 10, Illinois, DELaware 7-4867. President, Alan M. Fishburn.

Philadelphia Local—894 Glenbrook Ave., Bryn Mawr, Pa. President, Edmund Rogers.

Detroit Local—82 West Montcalm Street, Detroit, Michigan, Woodward 1-8214. President, Shields Dierkes

FUNCTIONS

A national organization to advance, foster, promote and benefit the interests of directors, associate directors and floor managers of radio and television, live and film, programs and to protect and secure their rights in their professional activities

THE RADIO WRITERS' GUILD OF THE AUTHORS' LEAGUE OF AMERICA, INC.

6 East 39th St., New York 16, N. Y.
MUrray Hill 6-5252

OFFICERS

National President Ira Marion
Eastern Region V.-P. Sheldon Stark
Western Region V.-P. Hal Kanter
Eastern Region Exec. Sec. May Bolhower
Western Region Exec. Sec. Michael Davidson
Midwest Region Exec. Sec. Brian Foster

BRANCH OFFICES

1655 No. Cherokee Ave., Hollywood 28, Calif
Phone: Gladstone 7128. M. Davidson, Exec. Sec.
65 East Oak St., Chicago 11, Ill. Phone: Superior 7-4443. B. Forster, Exec. Sec.
6 East 39th St., New York 16, N. Y. Phone: MUrray Hill 6-5252. M. Bolhower, Exec. Sec.

FUNCTIONS

For the improvement of general conditions affecting men and women engaged in writing for radio broadcasting

SESAC INC.

475 Fifth Ave., New York 17, N. Y.
MUrray Hill 5-5365

OFFICERS

President Paul Heinecke
Secretary-Treas. R. C. Heinecke
General Manager K. A. Jadassohn

FUNCTIONS

Services Offered: Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS

342 Madison Ave., New York 17, N. Y.
MU 2-2185

OFFICERS

President Peter Male
Past President Earl I. Sponable
Executive Vice-Pres. Herbert Borne
Engineering Vice-Pres. F. T. Bowditch
Editorial Vice-Pres. John G. Frayne
Financial Vice-Pres. R. B. Austrion
Convention Vice-Pres. W. C. Kunzmann
Secretary R. M. Corbin
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-developing and documenting the technical history of television and all forms of pictorial rendition of action.

SONG WRITERS' PROTECTIVE ASSOCIATION (SPA)

1250 Sixth Ave., New York 20, N. Y.
Columbus 5-3758

OFFICERS

President Sigmund Romberg
Vice-Pres. Charles Tobias
Second Vice-Pres. Jesse Greer
Secretary Peter De Rose

Treasurer Abel Baer
Counsel John Schulman
Executive Secretary Miriam Stern

MEMBERS OF THE COUNCIL

Chairman, Edgar Leslie, Stanley Adams, Fred E. Anfort, Abel Baer, Paul Cunningham, Peter De Rose, Milton Drake, Ira Gershwin, Jesse Greer, Ferde Grofe, Oscar Hammerstein II, Otto Harbach, Ray Henderson, George W. Meyer, Joseph Meyer, Geoffrey O'Hara, Richard Rodgers, Sigmund Romberg, Sam H. Stept, Charles Tobias, Jack Yellen.

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

SOUTHERN CALIFORNIA BROADCASTERS ASSN.

6253 Hollywood Blvd., Rm. 329, Hollywood 28, Calif.
HOLlywood 9-7254

OFFICERS

Managing Director Robert J. McAndrews
Asst. Mgr. Directors Eleanor Nichols, Peggy Wood
Pres., & Dir. Oper. CBS, Hollywood A. E. Joscelyn
Vice-Pres. & Mgr. KVOE, Santa Ana Ernest L. Spencer

Sec'y.-Treas. & Mgr. KFMV, Hollywood Cliff Gill
Dir., & Mgr. KWKW, Pasadena William J. Beaton
Dir., & Mgr. KFI-TV, Los Angeles Hoan J. Tyler
Dir., & Mgr. KMPC, Hollywood Robert O. Reynolds
Dir., & Mgr. KFAC, Los Angeles Calvin J. Smith

FUNCTIONS

Represents 48 member stations and networks, located 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 Thursday (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-Pres. Ted Husing
Second Vice-Pres. Russ Hodges
Treasurer Bill Ackman
Secretary Sam Taub
Executive Secretary Jimmy Dolan

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 Aylen
Deputy Dir., Radio Div. Carlos Garcia Palacios
Chief of Production W. Gibson Parker
Sup. of Special Projects Norman Corwin
Sr. Broadcast Engineer Arthur E. Barrett

REGIONAL SUPERVISORS

Hugh Williams, European and Middle East Services, Eugenio A. Saier, Latin American Services, Mike Peng, Transpacific Services, Gerald Kean, English Language Services, Dorothy Lewis, U. S. Station Relations; Caesar 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 one weekly programs with special events and documentaries.

**Distributors and Producers of—
MOTION PICTURES for TELEVISION**

A Wealth of Unique and
Valuable Material and Services
for Telecast Programming

Eastern Representatives for out-of-town Television Stations

★ ★ ★ ★ ★ ★ ★

STOCK SHOTS

MILLIONS OF FEET OF STOCK SHOTS
Material To Fit In With Every Possible Idea
For Rent Or Sale

★ ★ ★

OLD TIME SILENT MOVIES -
COMEDIES - DRAMAS, etc.

★ ★ ★

Two Modern Equipped Private

PROJECTION THEATRES

35 MM. — 16 MM.

Air Conditioned—NIGHT SCREENING—Ample Seating Capacity

FILM STORAGE

★

PROJECTION ROOMS—CUTTING ROOMS
SHIPPING SERVICE—REHEARSAL ROOMS
COMPLETE PROGRAM DEPT.

A Production Department
Producing Pictures for Television

Serving the Television Industry

Since 1936

ADVANCE TELEVISION PICTURE SERVICE, Inc.

Telephone: Circle 5-6873

729 SEVENTH AVENUE - - - NEW YORK 19, N. Y.

NOW BOOK

UNITY *these*

1 FILMS FORMERLY BOOKED BY **FILM EQUITIES...**

Making TV History

SERIALS starring JOHN WAYNE - G
GEORGE BRENT - KEN

FEATURES starring LINDA DARNE
MERLE OBERON - VICTOR
IDA LUPINO - MISCHA
JAMES MASON - GENE T

★ ★ ★
★ ★ ★
★ ★ ★
★ ★ ★
★ ★ ★
★ ★ ★
★ ★ ★

2 FILMS FORMERLY BOOKED BY **STANDARD...**

with top RANKing features

All recently produced on CLASS A budgets. Many available AHEAD OF theatrical release! . . . Others available CURRENTLY WITH theatrical release! . . . THESE BIG STARS - Sir Cedric Hardwicke - Lilli Palmer - Sabu - Eric Portman - Jean Simmons - Roger Livesey - Yehudi Menuhin - Flora Robson - John Mills - Stuart Granger - Martita Hunt - Ralph Richardson - Valerie Hobson - Michael Wilding -

TOP-RANK TITLES - NICHOLAS NICKLEBY
MARK OF CAIN - TWO THOUSAND WOMEN - WE
DIVE AT DAWN - BLIND GODDESS - HUE AND
CRY - MY SISTER AND I - TAWNY PIPIT -
GREAT MR. HANDEL - GENTLE SEX - IT
ALWAYS RAINS ON SUNDAY - MAGIC
BOW - SILVER FLEET - THE BROTHERS -
MR. PERRIN AND MR. TRAILL, and others

★
The
UNITY
PROG
fill any
sched

NOW BOOKING THROUGH

★ **UNITY TELE**
1501 B

THROUGH

Big 3 for TV

for your **BASIC TV Library!**

TOP
Hollywood
Productions

NE AUTRY - BELA LUGOSI
MAYNARD - TOM MIX
- EDW. G. ROBINSON
MATURE - WALTER HUSTON
AUER - RALPH MORGAN
ERNEY - EDMUND GWEN

★ ★
THEATRE SERIES

★ ★
SERIES
★ ★
VELOGUES, ETC.
REELS

★ **3** FILMS FORMERLY
BOOKED BY
NATIONWIDE...

★
is a
★
FILM
M to
V time
le!

MAJOR RELEASE FEATURES - OF
MICE AND MEN - BROADWAY
LIMITED - MERRILY WE LIVE -
HANGMEN ALSO DIE - IT HAPPENED
TOMORROW - HOUSEKEEPER'S
DAUGHTER - ONE MILLION B. C. -
CAPTAIN FURY - THERE GOES MY
HEART

★
WITH THESE TOP STARS - ALAN LADD,
DICK POWELL, LINDA DARNELL, CON-
STANCE BENNETT - VICTOR MATURE, DEN-
NIS O'KEEFE, BRIAN DONLEVY, WALTER
BRENNAN, BURGESS MEREDITH, JOAN BEN-
NETT, FREDRIC MARCH, AND MANY OTHERS.
STREAMLINERS - starring FRANCES LANGFORD,
ZASU PITTS, JAMES GLEASON, ALAN MOWBRAY,
WILLIAM TRACY, ETC.
COMEDIES - featuring LAUREL & HARDY, CHARLIE
CHASE, HARRY LANGDON.

VISION CORPORATION



World Leader
in Radio—
First in
Television

Radio Corporation of America

Radio City, New York